



# Balance Sheet

VOL. 96, NO.10

DAYTON CHAPTER

**CMA's- save the date for Annual Ethics Dinner Meeting – 4/18/23**

## FIRST SESSION SPEAKER

**March 21, 2023**

**5:30 – 6:30 p.m.**

**In-Person – Dayton Engineers Club**

**Linda Ashworth**

*Dayton Chamber of Commerce*

**Workforce Development**



Linda Ashworth is Chief Operating Officer for the Dayton Area Chamber of Commerce in Dayton, Ohio, a position she has held since 2017. Prior to 2017, she was the Chamber's Vice President of Operations. Since 2005, she was also served as Executive Director of the Chamber's Education and Public Improvement (EPI) Foundation. Her responsibilities

include all internal operations for the chamber and its' Foundation, including all human resource functions, financial operations, membership services, workforce development and airport marketing efforts.

Before joining the chamber in 1994, Linda was a Manager, Audit Services for Deloitte & Touche, LLP from 1985-1994. She received her Bachelor of Science in Business Administration from Miami University with dual majors in accountancy and finance. She is a graduate of Leadership Dayton and the University of Dayton's Emerging Leader Program and is a member of American Society of Association Executives and an Association of Chamber of Commerce Executives Education / Talent Division Fellow.

**Bio continued on page 3**

## SECOND SESSION SPEAKER

**March 21, 2023**

**7:30 -8:30 p.m.**

**In-Person - Dayton Engineers Club**

**John Emanuel, MBA**

*Genetesis, Inc.*

**Mergers and Acquisitions**



John has been building company value through global corporate development and finance functions for over 30 years in the technology industry, most recently as the Chief Financial Officer of Genetesis, Inc. A medical technology company based in Cincinnati, Ohio. Previously, he held leadership roles in Finance and Corporate Development with Teradata Corporation as the Vice President of M&A, LexisNexis as the Sr. Director of Strategic Business Development and NCR Corporation as the Director of FP&A (Teradata Business Unit).

With a background in finance and business management and a passion for innovative deal-making and strategy, he has helped companies accelerate their growth, enter new markets, and create sustainable value. He has completed over \$2 Billion in domestic and international acquisitions and divestitures, often managing global deal teams.

He holds an MBA from the University of Dayton and a BS in Finance from The Ohio State University. John resides in Springboro, Ohio with his wife and three children.

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## President's Message



It was so nice to have an in-person Student Night in February. A big thank you to the faculty who came and encouraged the students to learn more about how IMA can support them in their careers. We hope that any of you that joined us virtually also enjoyed the sessions.

We are pleased this month to have **Linda Ashworth**, from the **Dayton Chamber of Commerce**, for the first session starting at 5:30 p.m., speaking on **Workforce Development**. Our second session starting after dinner at 7:30 p.m. will be presented by **John Emanuel**, of Genetesis, on the topic of Mergers and Acquisitions / **The M&A Process**. John was our guest back in the fall of 2020, and we are pleased to give him a chance to present in person.

I hope you are thinking about attending the **ima23 Annual Accounting and Finance Conference** in Minneapolis. I have been to a number of IMA conferences and always have a great time meeting peers from around the world, while attending informative educational sessions gathering CPE credits. If you would like to learn more about what the Conference is like, feel free to reach out to myself or Tanya Shell.

We hope to see you at the dinner meeting!

**Paul Myers**  
*Chapter President*

### DAYTON CHAPTER BOARD OPPORTUNITIES

Would you like to consider an opportunity to grow in your leadership skills? We would appreciate finding you an opportunity to serve on the Dayton Chapter Board.

Email us at [dayton@imachapter.org](mailto:dayton@imachapter.org)

## IMA's Women Leadership Summit - Nashville

Registration is now open for the [IMA Women's Leadership Summit](#), to be held on **Thursday, April 27 from 8:30 a.m. to 2:30 p.m. CT** (8 a.m. check-in). The event will take place at Belmont University in Nashville, Tenn.

This is an incredible opportunity to learn from experienced professionals, exchange ideas, take charge of your future, and develop leadership skills. There is also an optional group tour of the Country Music Hall of Fame at the event's conclusion (additional fees apply).

The event costs **\$50 for IMA members, \$100 for nonmembers**, and includes five ICMA continuing professional education (CPE) credits, continental breakfast, and lunch. Bring along a friend, colleague, or mentee! It's sure to be an inspiring event! [Register now](#).

### IMA Women's Leadership Summit

**Nashville, TN**  
Belmont University  
April 27, 2023



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

## IMA ANNUAL CONFERENCE REGISTRATION NOW OPEN

**EARLY BIRD PRICING THROUGH APRIL 14TH!**



### **Step up at IMA23**

Get out from behind your screen and join the premier educational event for accounting and finance leaders. IMA23 is a one-of-a-kind experience, a chance to enjoy dynamic discussions and powerful collaborations. In-person, inspiring, and engaging, IMA23 will help you step up your career and drive change.

#### **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 the CMA Certification**

[Find out more Here](#)

**IMA CHAPTER MEMBERS**  
**SAVE 25%**  
ON THE #1 MOST COMPREHENSIVE CMA REVIEW  
**SAVE NOW**

## **Linda Ashworth Bio Continued**

Ashworth is involved in numerous professional development and business-related organizations. She currently serves locally on the Workforce Investment Board of Montgomery County, the Business Advisory Council for Dayton Public Schools and the Executive Council of the Montgomery County Office of Re-entry, where she co-chairs the Employment Committee. Linda also serves on the national Board of the Association of Chamber Commerce Executives as the chair of the Education / Talent Division. In addition, she was named a member of the The Dayton Business Journal's "Forty under 40" in 1999.

As a volunteer, Ashworth is involved with the TWIGS Auxiliary of Dayton Children's Hospital, Girls on the Run Dayton (Vice Chair, Board of Trustees) and Beta Sigma Phi of Dayton. She has previously served as an officer on the Boards of Clothes That Work, Ronald McDonald House Charities of the Miami Valley, and the Humane Society of Greater Dayton.

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

## **Making the Business Case for DE&I**

March 01, 2023; By: [Paul Myers](#) CMA, CSCA, CPA

**New research highlights additional factors that companies can consider in their DE&I efforts that can also help improve financial performance.**

For a number of years, studies have shown the benefits of focusing on diversity, equity, and inclusion (DE&I), including increased employee satisfaction and productivity. When sharing the successes of such programs, it's just as important to focus on the positive qualitative impacts along with any favorable economic impact. As human capital continues to play an increasing role in our economy and organizations, we may need to evaluate if our current accounting processes properly capture and report the costs, benefits, and impact of our workforce and its diversity.

In "[Moving Beyond Culture Fit](#)," I discussed the benefits of hiring diverse talent and some of the steps an organization can take to better accomplish that goal. Recent data substantiates that those organizations that commit to DE&I initiatives in hiring and employee development gain an edge in improved value creation.

According to [Diversity wins: How inclusion matters](#) by McKinsey & Company, this relationship is also evident at the leadership level. Following hundreds of companies in several countries, this analysis showed that companies with gender diversity in their executive teams were 25% more likely to have financial outperformance. Those companies that had ethnic diversity were 36% more likely to experience financial outperformance.

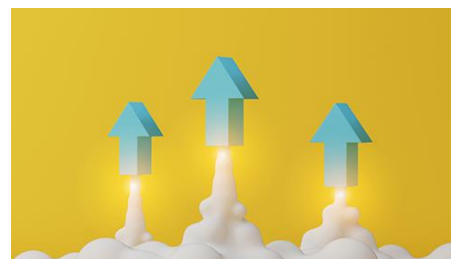
Comparing these results to McKinsey's previous two similar studies shows that the relationship between gender diversity on executive teams and the likelihood of financial outperformance has strengthened over time. "[Why diversity matters](#)" showed that companies with gender diversity in their executive teams were 15% more likely to have financial outperformance; this number increased to 21% in [Delivering through diversity](#).

While efforts focused on improving DE&I within an organization provide a return on investment, it can be challenging enough to attract talent in a tight labor market, let alone diverse talent. To assist in attracting diverse talent, organizations should consider what tone they use in promoting their DE&I efforts.

### **COMMUNICATING DE&I PRACTICES**

A study by Oriane Georgeac and Aneeta Rattan published in [Harvard Business Review](#) showed that how an organization talks about diversity can have a major impact on attracting and retaining diverse talent. Approximately 80% of the organizations in the study used a business case to justify the importance of diversity, with 5% using a fairness or moral case. But focusing on the business case when promoting DE&I efforts may not have the intended effect. In fact, Georgeac and Rattan showed that, when a company does so, candidates—particularly those from underrepresented groups—question a company's motives, fearing that they will be stereotyped, resulting in a lower anticipation of a sense of belonging.

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





## UPCOMING WEBINAR SCHEDULE

### INSIDE TALK

#### **Doing more with less: Increasing productivity for finance teams**

**Wednesday, March 22, 2023 from 1:00 p.m. to 2:00 p.m. (EDT)**

Field of Study –Information Technology – Technology & Analytics

Financial and accounting metrics are the GPS for your business. Today, the role of finance teams goes well beyond processing transactions and updating accounting records. The focus now is on providing data and intel to their businesses and reduce costs while staying agile. Hear from Anna King and Asaf Hanegby from Mesh Payments to learn how to do more with less and automate financial tasks that allow finance teams to focus on what really matters.

#### **Effective Planning in the Face of Changing Goals**

**Wednesday, March 29, 2023 from 1:00 p.m. to 2:00 p.m. (EDT)**

Field of Study –Finance – Strategy, Planning and Performance

We are all dealing with more volatility than in years past and corporate goals and strategies are changing quickly to account for this. Join us as Tim Caudill and Rohan Kapil from Jedox share best practices on how to quickly align and adjust financial and operational plans to help shape, influence, and achieve corporate objectives.

Check out all IMA webinars [http://www.imanet.org/learning\\_center/IMAWebinars.aspx](http://www.imanet.org/learning_center/IMAWebinars.aspx)

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### **IMA Global Awards Nominations Now Open**

We invite you to honor a fellow member by nominating them for an IMA Global Award! These awards celebrate proud, accomplished, selfless, experienced, and distinguished individuals who have contributed to IMA and the profession. We will soon be accepting nominations for the following prestigious awards:

- **IMA Champion Award**
- **IMA Exemplary Young Professional Award**
- **IMA Major J. Lee Nicholson Lifetime Achievement Award**
- **IMA R. Lee Brummet Exemplary Educator Award**

**Submissions must be received by April 6.**

