



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

INSTITUTE OF MANAGEMENT ACCOUNTANTS

OCT 2019



**Insiders**  
*Monthly Access*  
A Publication of the Cleveland East Chapter

[www.cleveast.imanet.org](http://www.cleveast.imanet.org)



#### INSIDE THIS ISSUE

Current Technical Meeting	2
President's Message	5
Chapter Board	10
Technical Meetings	11
CMA Certification	13
National	18
C P E	19



**October IMA technical  
meeting - 1 CPE - Brand Awareness**  
**Tuesday, Oct 22 from 6PM - 9PM**

**Location: WhirlyBall, 5055 Richmond Rd at  
Miles - Bedford Hts, Ohio 44146**

**(216) 591-0707**



**Register on the website:**  
**[cleveast.imanet.org](http://cleveast.imanet.org)**



The Association of  
Accountants and  
Financial Professionals  
in Business

**Nov 14-16 2019 IMA Student  
Leadership Conference, The  
Westin Charlotte NC**

**Nov 22, 2019 Annual Controller's  
Workshop, BASF, Beachwood**

**June 21-24 2020 IMA Annual  
Conference & Expo (ACE2020)  
Atlanta Marriott Marquis**



Connect with Us



Follow Us



Join Our Group



Contact Us



## Current technical meeting



# IMA Student Night

Join us for a fun afternoon at Whirly Ball and have the opportunity to network with accounting professionals from the Cleveland East Chapter of IMA. Accounting students from Hiram, John Carroll, Case Western Reserve, and Tri-C are invited to attend.

**Tuesday, October 22nd at 6 PM—9:00 PM**

Program / dinner begins at 6:00 PM—Whirlyball begins at 7:00 PM

**Location: Whirlyball - 5055 Richmond Rd, Bedford Heights**

**This is a "Free" event for students**

**Register Today at [www.cleveast.imanet.org](http://www.cleveast.imanet.org)**

**Registration deadline is Oct. 18th**



**216-591-0707**

For questions regarding this event, please contact  
Sandy Brenner at [Sandra.brenner@basf.com](mailto:Sandra.brenner@basf.com)

[www.cleveast.imanet.org](http://www.cleveast.imanet.org)

## September meeting photos



Meeting presenter: Dr. Thomas King

Evolving investor relations		
	Old Approach	New Approach
Shareholder representative	Security analyst	Stewardship officer
Company representative	Chief financial officer	Lead director
Typical discussion topic	Competitor threats	Board refreshment
Investment horizon	Two years	Indefinite
Performance measures	Revenues and earnings	Sustainability risks



Case University students



Sharon Martin



## Controller's Workshop

# Cleveland East Chapter of IMA Annual Controller's Workshop

**Controller's Workshop**  
BASF  
23700 Chagrin Blvd  
Beachwood, OH  
Friday, November 22nd  
8:00 am – 4:30 pm

A one day seminar for  
Controllers, CPAs, CMAs,  
CFMs and Accountants  
interested in staying up to  
date on topics of interest  
or new rules and laws.

- Blockchain
- Tax Update
- Excel, PowerBI, Data Analysis
- Role of the Mgt. Acct.
- Ethics
- Performance Appraisal

**Register online today**

(click the link to the online registration to register for the event)

**Cost: \$125**

### SEMINAR OUTLINE

7:30 **Continental Breakfast** - Sponsored by



8:00 **What is Blockchain and how does it work?**

Dr. Charles Dull, Associate Dean for IT  
Center of Excellence at Cuyahoga Community College



- However, is it the right decision for every business? What would a decision process look like for determining if Blockchain was right for you? During this presentation we will take a look at how you might develop a decision process for potential adoption

9:30 **Tax Update**

Tammy Tran- Sr. PCX Dept, Cohen & Co  
Alex Huff—Manager A&A, Cohen & Co



- Meals and Entertainment – Breaking it Down
- Bonus/5179 Depreciation Changes in Perspective
- Ohio Budget Bill Highlights
- Wayfair - Sales and Use Tax Refresher
- Lease Standards – Changes, Updates, and Hot Topics

Break—Sponsored by **KELLY** financial resources

11:00 **Excel, PowerBI and Data Analysis—Eliminating the Paralysis of the Analysis**

Don Tomoff, founder Invenio Advisors LLC



- Explain the Excel "power tools" and better understand the capabilities of "modern" excel
- Understand how Excel and PowerBI, although separate platforms, are integrated and complementary tools
- Explain the process of "ELTR" in data analytics—Extract, Transform, Load and Report

12:00 **Lunch - provided**

12:45 **Role of Management Accountants in Powering Organization Behavior**

Gaby Lahoud, Serenity Advisors—Consulting Firm, IMA Board Member

- What is organization behavior?
- Influence of the organization culture on the accounting and finance departments
- The role of management accountants in reshaping the organization behavior for a more effective and efficient decision-making process
- How a powered culture can turn a management accountant into a strategic partner

2:00 **Ethics**

Marybeth Murphy - Assistant Professor of Accounting, Hiram College

- Case study analysis

3:00 **Why Everyone Hates Performance Appraisals, and What's Next?**

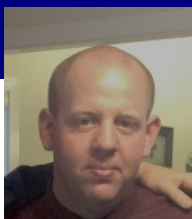
Jim Smith—The Executive Happiness Coach®



- Understand why current one-way, top-down Performance Management (PM) systems do not and cannot ever work well
- Experience a reverse feedback process with the potential to shift responsibility for PM
- Learn a balanced feedback model based in Appreciative Inquiry
- Review findings from Positive Psychology about context and feedback
- Leave with tools and data to support a redefinition of PM systems in their organizations

**Register on the website:**  
**cleveast.imanet.org**

## Current technical meeting



## PRESIDENT'S MESSAGE

The month of September brought us the second successful event for the Cleveland East Chapter. I would like to thank all of those who were able to attend Dr. King's presentation at Case Western Reserve University. Also, a special thanks to the University and staff for providing resources and insight on preparing for the event. This event would not have been nearly as successful without the steadfast dedication that was exemplified by our chapter secretary, Dennis Rarick. Hopefully, this event helped create a lasting relationship between our chapter and the university.

In October the chapter will be hosting a student night. The event will take place on October 22nd and will begin at 6:00pm. This will take place at Whirlyball and food will be provided. There will be speakers presenting at this event. Sandra Brenner, CMA will be giving a presentation on the vast benefits of the IMA and obtaining the CMA certification. Then, Dale Kime from Kelly Services will present on resume and interviewing techniques. Most importantly, this event is free for students to attend. I hope to see you all out there!

Jimmy Renz, Cleveland East President



## Present more Effectively

And earn CPE credits as you learn!

### Successful Public Speaking Seminar

This 1-day seminar will help you move from novice to skilled, after learning tips from the tried-and-true expert in public speaking – Dale Carnegie.

**Friday, November 8, 2019** | 9:00 am-4:00 pm | CEA, 950 Keynote Circle #10, Brooklyn Hts. 44131

Tuition \$249 includes lunch – eligible for **9 CPE credits** through NASBA

### Dale Carnegie Course - Westlake, Middlefield and North Olmsted this fall

Our world-famous course helps you enhance your professional skills in communications, leadership, and conquering stress and worry. Offered in 8-evening or 3-day formats.

**Westlake:** Free preview **October 7** at 6 pm; Class starts **October 21** 6:00-9:30 PM; 8 Monday evenings – 33 CPEs

**Middlefield:** Class starts **October 17**, 6:00-9:30 PM; 8 Thursdays, skipping Halloween and Thanksgiving – 33 CPEs

**North Olmsted:** 3-day Immersion **November 7, 14, 21** – 8:30 am-5:00 pm all three days – 28 CPEs

**Akron:** Free preview Tuesday, **January 21** at 6 pm; class target **February 7**, 6-9:30 pm; 8 Tuesday evenings – 33 CPEs

Tuition \$1,995 – eligible for CPE's and college credit, payment plans and makeup sessions

[neohio.dalecarnegie.com](http://neohio.dalecarnegie.com) | 216.223.7733

[Marilee.MacAskill@dalecarnegie.com](mailto:Marilee.MacAskill@dalecarnegie.com)



## Student Leadership Conference



**November 14-16, 2019 | The Westin Charlotte**

**Registration opens September 3, 2019**

***You can expect an outstanding list of presentations.***

Why attend SLC2019?

Jump-start your journey from the classroom to the boardroom

Learn about the latest trends in the profession from inspiring speakers

Build your network of contacts and engage with like-minded students from around the world

Meet with recruiters from well-known companies and get a free headshot for your LinkedIn profile





The Association of  
Accountants and  
Financial Professionals  
in Business



## *Reasons to join IMA*

### **Chapter activities**

#### **Professional Educational Programs**

Professional Educational Programs combine education, networking, and social activities to help members stay current with the latest in management accounting—and earn NASBA-approved CPE credits. Organized and attended by members at a local level, the meetings feature presentations by local speakers who can tailor topics according to group needs. The smaller size of the meetings allows for a free flow of ideas, and peer discussions further foster knowledge exchange.

#### **Networking Activities**

Networking is an excellent opportunity to make new friends and business contacts and socialize with peers in a relaxed atmosphere. An informal setting can create the right context for mutual help—one person's experience may answer another's problem and vice versa—and give members more exposure to different areas of accounting.

#### **Leadership Training**

Called “the best management training,” leadership activities are open to all members. Serving on a chapter board is an especially good way to experience every phase of management.

#### **Mentorship Initiatives**

Mentoring is a valuable way to inspire and support the next generation of management accountants. By building in-depth relationships with young professionals and students, members can provide seasoned guidance for those aspiring toward the same career path.

#### **Community Service Programs**

Community service programs provide the chance to engage in skills-based and civic-service volunteering. Projects range from consulting for new and growing small businesses to beautification efforts and donor drives in local communities. These programs offer members a way to contribute in an organized and effective manner while developing their own management skills.



The Association of  
Accountants and  
Financial Professionals  
in Business

# IMA ANNUAL CONFERENCE

## SAVE THE DATE



Don't miss IMA's Annual Conference & Expo in Atlanta! In addition to networking with attendees from around the world, you can enhance your knowledge by attending relevant sessions and earn valuable CPE credits.

### 8 Specialty Tracks

Designed to fit your career needs! Learn from experts at the top of their field.

-  Planning, Budgeting, and Forecasting
-  Small Business and M&A
-  Ethics
-  Technology
-  Financial Close and Reporting
-  Leadership & Professional Development
-  Accounting Hot Topics
-  Governance, Risk Management, and Internal





The Association of  
Accountants and  
Financial Professionals  
in Business



## Women's Accounting Leadership Series - Chicago

We are excited to add a movie night to our Conference the evening preceding the main event. Join us for the movie, the Conference, or both!



Women's Accounting Leadership Series – Chicago

Friday, **October 11, 2019**

| 9 a.m. – 2 p.m.

4 CPE

All are invited to join like-minded colleagues in an engaging discussion on how to navigate opportunities to improve your career success. Expand your business network while developing leadership skills at the Women's Accounting Leadership Series.

All the Queen's Horses Movie Screening and Discussion

Thursday, October 10, 2019

6 p.m. – 9 p.m.

1.5 CPE



We are excited to offer a movie screening and discussion of the award-winning documentary All the Queen's Horses, which investigates how a city comptroller was able to steal \$37,000 a day for two decades.

**Register** for IMA's Women's Accounting Leadership Series. To register for both events, please click on the "Register Now" link at [www.imanet.org/events](http://www.imanet.org/events) and add the movie to your cart during checkout!

**Register** for the movie screening only at [www.imanet.org/events](http://www.imanet.org/events).

Both events will be held at DePaul University, 1 E. Jackson Blvd., Chicago, IL 60604.

Information regarding local discounted hotel accommodations, parking, and transportation can be found at [www.imanet.org/events](http://www.imanet.org/events).



## 2019 - 2020 BOARD OF DIRECTORS

### Spotlight on board members



For your leadership, volunteerism and commitment to serving the IMA professional community.

Office	Name
President	James Renz
Secretary	Dennis Rarick
Treasurer	Micayla Fern
VP Administration	Marybeth Murphy
VP Professional Education	Ernest Brass
VP Membership	open
Director - Newsletter	Carol Kuczer
Director - Social Media & Publicity	Sandra Brenner
Director Student Scholarships	Robin Klaco
Director Academic Relations	open
Director CMA	open
Chair of the Audit	Vince Pona
Regional Council Delegate	Sandra Brenner
Liaison	Enrico Varricchio

Contact board of directors for Cleveland East Chapter at [cleveastima@gmail.com](mailto:cleveastima@gmail.com)

Dennis Rarick currently serves as Secretary of the Cleveland East Chapter. Dennis has been an active member of IMA since 2005.

In 2005, Dennis received his BBA in Accounting from Cleveland State University. Dennis received his CPA and CMA in 2011 and 2012, respectively. Additionally, Dennis is currently studying for IMA's Certified in Strategy and Competitive Analysis (CSCA) credential. He plans on sitting for the CSCA exam this September.

While he spent 10 years in various Accounting roles in the Aerospace Industry, Dennis is currently acting as a Cost Accountant at Quality Electrodynamics in Mayfield Village.

In his spare time, Dennis enjoys taking drawing and oil painting classes at the Valley Art Center in Chagrin Falls. Dennis is enjoys reading, being that is committed to a lifetime learning philosophy.

We welcome Dennis to our Board!



### Board Meetings

Tuesday, Jun 11, 2019 6 PM in person  
 Tuesday, Jul 16, 2019 6 PM in person  
 Tuesday, Aug 13, 2019 6 PM in person  
 Wed Sep 11, 2019 Noon conference call  
 Wed, Oct 9, 2019 Noon conference call  
 Wed, Nov 13, 2019 Noon conference call  
 Tuesday, Dec 10, 2019 6 PM in person

Wed, Jan 8, 2020 Noon conference call  
 Wed, Feb 12, 2020 Noon conference call  
 Wed, Mar 11, 2020 Noon conference call  
 Wed, Apr 8, 2020 Noon conference call  
 Wed, May 13, 2020 Noon conference call



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

# 2019 - 2020 TECHNICAL MEETINGS

EVENTS

Wednesday, August 21, 2019	6:00 PM	Social event at Lake County Captains
Tuesday, September 17, 2019	6:00 PM	Board Governance and Investor Communications
Tuesday, October 22, 2019	6:00 PM	Student Night - Brand Awareness
Friday, November 22, 2019	8 AM - 5 PM	Controller's Workshop
Tuesday, January 21, 2020	6:00 PM	Economic Update
Tuesday, February 18, 2020	6:00 PM	Charity event - Greater Cleveland Food Bank
Tuesday, March 17, 2020	6:00 PM	Big Data, Data Analytics
Tuesday, April 21, 2020	6:00 PM	Risk Mitigation and Internal Controls
Tuesday, May 19, 2020	6:00 PM	Accounting for & at the Cleveland Metroparks

## Member Anniversaries

## IMA GLOBAL CORE VALUES



### New Members

#### *Respect for the Individual*

We treat each other with respect and dignity, valuing individual and cultural differences. We communicate frequently and with candor, engaging in healthy debate and listening to each other, regardless of position or level. We work hard to create an environment that respects individuals in an atmosphere of open communication, growth, and learning.

#### *Passion for Serving Members*

We enable individuals to use their capabilities to the fullest to deliver exemplary products and services to members. That enablement extends to being passionate advocates in advancing our global profession. We care for all members and each other - building enduring relationships and driving continuous improvement. We appropriately recognize our volunteer leaders, who are so giving of their time and expertise.

#### *Highest Standards of Integrity and Trust*

We understand and abide by the IMA Statement of Ethical Professional Practice in our everyday actions. Our personal conduct ensures that the IMA name is always worthy of trust - our members around the globe deserve nothing less. We treat each other fairly, keep our promises, make decisions objectively, take responsibility for our actions, and admit our mistakes. We maintain confidentiality as appropriate.

#### *Innovation and Continuous Improvement*

We believe innovation and a spirit of continuous improvement are engines that keep us relevant, vital, and growing. Our culture embraces creativity and seeks different perspectives. We behave like owners of a "business," managing risks and identifying new opportunities in serving members and advancing the profession.

#### *Teaming to Achieve*

We encourage and reward both individual and team achievements, proactively working across organizational boundaries to always "remember the member." Our spirit of team achievement extends to advancing our professional and to being responsible and caring partners within our various communities.

### Years

### Members

40	CMA	Charles Strawbridge
9		Kimberly Veal
7		Casey Kirchner
6	CMA	Vladislav Miller
5	CMA	Justin Hughes
5		James Louive
3		Kaylee Savage
1		Marisa Johnson
1		Nicole Johnson
1		Jessica Leone
1		Rachel Kerling





## ***Don't Deflate Employees — Motivate Them With Constructive Criticism***

Constructive criticism — tactful, thoughtful feedback that balances negative and positive comments — is a vital tool for motivating your finance and accounting team members to keep raising the bar on their performance. Millennial and Gen Z employees, in particular, crave such feedback from managers on a regular basis to help them make meaningful progress toward their career goals.

Effectively delivering constructive criticism is easier said than done, however. Managers must walk the fine line of accentuating the positive while helping employees understand how to address shortcomings. The task isn't made any easier by the fact that workers respond differently to feedback.

You'll likely find most professionals take such criticism in stride. Some may have hurt feelings, and some may even be angry to receive critiques of their work or on-the-job behavior.

Here are seven ways to make constructive criticism work for you and become part of your [organizational culture](#). Also included are suggestions for working with staff members who strongly dislike being critiqued:

### **1. Set up feedback meetings in advance**

Catching employees off guard with criticism is sure to put them on the defensive. So, schedule feedback meetings with ample notice, letting workers know this will be a time to discuss their performance. That way, they have a chance to prepare and present any concerns of their own about their job progress.

### **2. Be mindful of your timing**

Is your accounting staff racing to hit year-end deadlines? Is your accounting manager preparing for a difficult meeting? These are among the worst times to offer comments on how they're handling their job. Check your team's workload and schedule before calling them into a feedback meeting.

### **3. Get specific**

Generalizations such as, "Your customer service skills are falling short," will come across as vague to your employees and could invite excuses and protests. Prepare for the meeting by compiling a list of examples of their strengths and weaknesses in action. Then, follow up with suggestions for how workers can specifically improve and achieve better results.

### **4. Offer big-picture context**

Too often, busy professionals get so wrapped up in their own tasks that they don't fully understand their contributions to the organization as a whole. Let your employees know [what impact their work has on the company](#).

## *Don't Deflate Employees - continued*

### 5. Implement a call to action that includes autonomy

Wrap up each meeting with questions that invite workers to take charge of improving their performance. For example: "Let's set up a plan to address these issues. What do you think your first step should be?" By putting employees behind the wheel and asking them to steer their careers in the direction they want, you're more likely to see positive action and results.

### 6. Keep meetings short and focused

For some employees, you may have a whole laundry list of areas where you'd like to see improvement. But with each item you tick off your list, you'll drive up their stress levels, increasing the possibility that they'll become overwhelmed and brush off all your criticism. So, decide which one or two areas are most important and focus on those until they are resolved.

### 7. Make it a routine

Schedule a follow-up session to assess progress. What concrete steps and goals should the employee have completed by the time you meet? Also, emphasize that constructive criticism isn't a one-off event, but an ongoing process. Over time, that will help to make it part of your [organizational culture](#).

### Handling adverse responses to constructive criticism

There are many reasons workers don't respond well to constructive criticism. For example, they might be insecure or fearful of losing their jobs. Some workers might be accustomed to only receiving praise, while others may have been berated by a bad boss in a previous role. And others may be unable to leave their ego at the door, so they can see clearly how they might perform better.

Managers can't possibly know everything going on inside employees' heads, but they can take extra caution when delivering feedback. Here are some tips:

- Stick to the facts. Attempts to sugarcoat criticism might come off as condescending or insincere. Kindly but firmly state an irrefutable fact, such as, "The figures on this account reconciliation are off." Then, suggest solutions that the employee can apply to prevent this issue from happening again.

Be patient. Avoid accusations and make it clear that you're invested in helping your team members improve their performance so they can achieve their career goals. • Eventually, the walls should begin to come down, even for workers who tend to put their defenses way up.

## *Don't Deflate Employees - continued*

- Ask for feedback on you. Turn the tables by providing staff members a chance to offer you constructive criticism, from time to time. That will give you insight into not only how you are perceived as a leader, but also what your employees consider to be the ideal way to deliver [critiques on performance](#).

Constructive criticism is an integral part of today's workplace and, when offered appropriately, can help everyone in the organization to improve. Take care when delivering this feedback, though, since you want to [engage and motivate your employees](#), not deflate them. Also, always offer praise to your workers when it is due. Your employees will be more open to hearing about their weaknesses when you are quick to highlight their strengths and achievements.

*Accountemps, a Robert Half company, is the world's first and largest specialized staffing firm for temporary accounting, finance and bookkeeping professionals. Accountemps has more than 300 locations worldwide. More resources, including job search services and career advice, can be found at [roberthalf.com/accountemps](http://roberthalf.com/accountemps).*





IMA's Certification for  
Accountants and  
Financial Professionals  
in Business



Page 15

# CMA CERTIFICATION

## THE GOLD STANDARD

### Part 1: Financial Planning, Performance, and Analytics

- 15% Cost Management
- 15% Internal Controls
- 15% Technology and Analytics
- 15% External Financial Reporting Decisions
- 20% Planning, Budgeting, and Forecasting
- 20% Performance Management

### Part 2: Strategic Financial Management

- 10% Risk Management
- 10% Investment Decisions
- 15% Professional Ethics
- 20% Financial Statement Analysis
- 20% Corporate Finance
- 25% Decision Analysis

#### Salary

Findings of IMA's Annual Salary Survey indicate that professionals holding IMA's CMA certification have greater earning power in total compensation than their non-certified colleagues.

#### Competitive Advantage

Businesses around the world rely on CMAs for accounting, finance and information management and most importantly, for the strategic planning and business solutions provided by these qualified professionals. Companies such as 3M, Boeing, DaimlerChrysler, DuPont, Hewlett-Packard, IBM, Johnson & Johnson, Milliken and Procter & Gamble recognize that employing CMAs helps to improve company performance in aggressive global business arena.

#### Professional Recognition

The CMA designation represents a broad business competency and mastery of the management-level skills required to add value, drive business performance, and build quality financial practices within organizations. The program objectively tests and validate expertise in areas essential to analyzing, managing and evaluating business solutions that contribute to the success of an organization. The CMA credential indicates a commitment to excellence based on a strong, ethical foundation and dedication to lifelong learning.

#### Personal Satisfaction

Prove your ability to become a strategic business partner, while you also enhance your self-confidence, your sense of accomplishment, and your resume.

#### *The Exam is Changing In 2020!*

ICMA® (Institute of Certified Management Accountants) recently undertook a comprehensive job analysis to ensure that topics on the CMA® (Certified Management Accountant) exam continue to be current, relevant and valid. Changes to the exam as a result of this survey can be found below. The changes to the CMA exam take effect on January 1, 2020.

#### *Key Changes to Expect*

##### Part 1:

Technology is transforming the profession, and we want our CMAs to be prepared. Part 1 of the CMA exam will include a new section on Technology & Analytics.

New Title: Financial Planning, Performance, and Analytics

New Content: Technology and Analytics, Integrated Reporting

Deleted Content: Internal Auditing

##### Part 2:

Being able to apply an ethical and strategic framework to decision-making in a complex, digital world is a skill every accounting and finance professional needs to have. Part 2 of the exam will expand the Professional Ethics and Decision Analysis sections.

New Title: Strategic Financial Management

New Content: Business Ethics, Sustainability and Social Responsibility

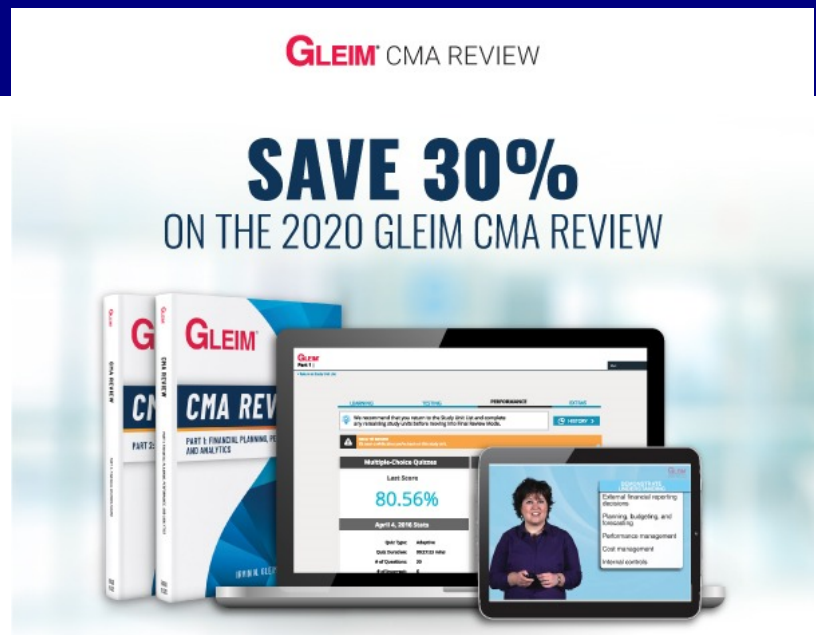
Deleted Content: Off-Balance Sheet Financing, Bankruptcy, Tax Implications of Transfer Pricing

See more at: [imanet.org/2020exam](http://imanet.org/2020exam)

## It's time to preorder!

*The latest edition of Gleim CMA Review covers the 2020 exam changes, and we're helping you get started by offering*

**SAVE NOW**  
[\[mmsend88.com\]](https://mmsend88.com)



### Our 2020 edition is updated with:

#### 100% coverage of the new 2020 CMA exam

- Including topics such as Technology & Analytics, Integrated Reporting, and Business Ethics

#### SmartAdapt™ guided review technology

- Helps you study smart by eliminating the guesswork with a personalized learning path for the most effective studying

#### Even more videos

- Additional hours of Gleim Instruct professor-led lectures, which cover the toughest topics and provide walkthroughs of practice questions

#### More user-friendly books and online platform

- Enhanced to provide a more accessible and intuitive learning experience

#### Plus everything our candidates already love, including:

- The best bank of exam-quality practice questions and explanations
- Access Until You Pass® so you have peace of mind while you study
- Dedicated support from Personal Counselors



IMA's Certification for  
Accountants and  
Financial Professionals  
in Business

### ***Advancing the profession***

IMA is dedicated to rebalancing the accountancy profession by educating society regarding the business building role of management accountants and finance professionals working inside organizations.

### ***Certified Management Accountant (CMA®) - The Gold Standard***

Join a leading group of professionals who have advanced beyond the practical accounting skill set by earning IMA's prestigious global certification, the Certified Management Accountant (CMA®).

Evolve into a strategic business partner committed to a standard of excellence grounded on a strong ethical foundation and a lifelong commitment to learning.

Position yourself for career advancement and greater earning power. Gain a significant competitive advantage while demonstrating accounting, finance, information management and strategic planning skills necessary to drive business performance in the changing global economy.

#### **VISION STATEMENT**

The world's leading association for management accounting and finance professionals.

#### **MISSION STATEMENT**

To provide a dynamic forum for management accounting and finance professionals to develop and advance their careers through certification, research and practice development, education, networking, and the advocacy of the highest ethical and professional practices.







The Association of  
Accountants and  
Financial Professionals  
in Business

# IMA NATIONAL

## PUBLICATIONS

### Strategic Finance

IMA's flagship publication is an award-winning monthly magazine that provides the latest information about practices and trends in finance, accounting, and information management.

### Management Accounting Quarterly

MAQ is a quarterly, refereed online journal that contains in-depth articles by and for academics and practitioners of accounting and financial management.

### IMA Educational Case Journal

The IECJ® is a quarterly, online journal whose mission is to publish teaching cases in management accounting and related fields.

## PROGRAMS

### Educator Resources

IMA provides special tools and resources for the professionals who are developing the industry's future leaders. Academic members have access to IMA's ethics curriculum, case studies, webinars, research grants, mentor program, and many other teaching resources.

### Leadership Academy

The IMA Leadership Academy is designed to assess your leadership status, enhance your skills and recognize your leadership achievements.

### IMA Webinars

IMA's Inside Talk Webinar Series is a highly popular monthly webinar series that explores relevant topics from your professional and delivers timely information to broaden your knowledge and improve your performance.

## NETWORKING

### LinkUp IMA

The online professional network created exclusively for IMA members allows you to participate in groups related to topic areas or industries, IMA regional chapters and councils, subject matter and CMA study groups. You can post announcements and events, utilize share workspaces, find jobs and more.

### LinkedIn

Strengthens and extends your existing network of trusted contacts. It is a networking tool that helps you discover inside connections to re-connect with colleagues and classmates, power your career and get answers.

IMA's mission is to provide a forum for research, practice development, education, knowledge sharing, and the advocacy of the highest ethical and best business practices in management accounting and finance.

We do this by:

- Offering a rigorous, highly respected credential - the CMA - that recognizes and rewards expertise
- Building a peer network of professional relationships to share industry experience, access career opportunities, and make business contacts to last a lifetime
- Providing extensive education programs to advance professional knowledge, increase leadership potential, and satisfy CPE requirements
- Giving a voice to the profession with insightful and timely journals and newsletters
- Promoting leading-edge research and industry best practices
- Advocating for the profession in a challenging regulatory environment

IMA currently represents more than 60,000 accountants and financial professionals in business. The participation of each of our members makes the success of our mission possible.

## KEY CONTACTS

Amy Renner,  
Community Relations Associate of  
East Coast Chapters  
IMA  
10 Paragon Drive  
Montvale, NJ 07645-1718  
Telephone (800)638-4427  
Email: Arenner@imanet.org  
IMA Website: www.imanet.org

## Power Your Potential

IMA is the resource for developing, certifying, and connecting the world's best accountants and financial professionals working in business.

## What is management accounting?

Did you know that many accounting grads begin their careers in public accounting firms, but the majority of those leave in just a few years?

The fact is nearly 75% of financial professionals work in business as management accountants: financial analysts, controllers, treasurers, and chief financial officers. Management accountants provide critical insights on ethical and regulatory requirements and are integral to business strategy and decision-making. Gain leadership experience, explore your future career options, and build your résumé and professional network. With the right preparation and training, you will be equipped with real-world competencies that will make you ready for the challenges you'll face immediately on the job.

## Membership Benefits

- Differentiate yourself by taking the CMA exam while still in school
- Develop leadership skills to build your résumé
- Enjoy all member benefits at a significantly reduced rate

## Student Testimonial

"I knew I wanted to major in accounting, and I wanted to make a difference, but I just didn't know how to build on that. That's how I knew I wanted to start a student chapter on my campus." - Kevin Cornwell, President, University of Texas at Dallas Student Chapter



# Continuing Professional Education

*IMA conducts more than 50 webinars every year at no cost to our members. Each qualifies for 1 to 1.5 hours of NASBA-approved CPE credit(s). Seats fill up quickly.*

**Inside Talk:** Our highly popular monthly series on timely, emerging issues and relevant topics such as technology, data analytics, revenue recognition, expense reporting and continuous accounting.

**IMA's Leadership Academy:** Hosts a monthly webinar series that empowers entry- and intermediate-level management accountants to become leaders within the profession

**Strategic Management Series:** A series of engaging webinars that focuses on various elements of strategy and competitive analysis that is of importance and interest to management accountants.

## Webinar Schedule -

- **From accounting-speak to plain English: Practical tips**

Inside Talk - October 01, 2019 01:00 PM - 02:00 PM

- **Personal and Professional Life Balance**

Leadership Academy - October 03, 2019 01:00 PM - 02:30 PM

- **The Productivity Imperative: Optimizing the Business in all Economic Conditions**

Inside Talk - October 08, 2019 01:00 PM - 02:00 PM

- **How to Accelerate and Optimize Your Close**

Inside Talk - October 16, 2019 01:00 PM - 02:00 PM

- **Leadership Driven Strategy: For High-Performance Teams**

Strategic Management - October 21, 2019 01:00 PM - 02:00 PM

- **T&E Trends and Best Practices in the Digital World**

Inside Talk - October 30, 2019 01:00 PM - 02:00 PM

### Webinar Policies

Webinars use standard Web browser technology and audio broadcasting

With full attendance, you may download a PDF certificate of completion

It may take up to 30 days for your CPE credit to be reflected in your transcript

Replay webinars are in the archive 5-10 days after the live event but do not earn credits

### Webinar Archives

IMA Members: Play past webinars on LinkUp IMA

***For all CPE, login at [www.imanet.org](http://www.imanet.org)***



The Association of  
Accountants and  
Financial Professionals  
in Business

# GLEIM

**Insiders**  
**Monthly Access**  
A Publication of the Cleveland East Chapter

Page 20

## Continuing Professional Education



HAS RECENTLY added the following courses to our Online CPE catalog:

- Accounting for Investments
- Estates, Trusts, and Wealth Transfer (2018)
- Ethics in Tax Practice
- Firm's Cost of Capital and Short-Term Financing
- Individual: Itemized Deductions (2018)
- Internal Auditing: Audit Evidence and Documentation
- Internal Auditing: Charter, Independence, and Objectivity
- Internal Auditing: Communicating Results
- Internal Auditing: Nature of Work, Governance, and Compliance
- Overview of the Sarbanes-Oxley Act and the Public Company Accounting Oversight Board
- Reporting Income from Debt Cancellation (2018)
- Schedule C Hot Spots: Sole Proprietors (2018)
- Self-Employed Payroll Hot Spots: S Corporation and LLC Compensation (2018)
- Staying Current with Tax Laws: Federal Tax Update (2018)
- The New Section 199A: Qualified Business Income Deduction

View these new courses as well as our entire listing of over 75 courses including those which cover Accounting, Auditing, Regulatory Ethics, Management, Business Law, and Taxation at

[https://urldefense.proofpoint.com/v2/url?u=http-3A\\_www.gleim.com\\_accounting\\_cpe&d=DwIFAg&c=-OIE4745p1S5wbqCzaa1dNe21NrKk14FraizFYWC6vg&r=hN\\_Q\\_lxkNLNqftkxgPhSGw&m=UhKckYuhxF5XPQvtQsX7D6NBeoFCKAA1zp47TKyCvKg&s=8CCIKa6WFILPU8irRZyIPQqmU6TrEOvbJeZ8dC8KTWY&e=](https://urldefense.proofpoint.com/v2/url?u=http-3A_www.gleim.com_accounting_cpe&d=DwIFAg&c=-OIE4745p1S5wbqCzaa1dNe21NrKk14FraizFYWC6vg&r=hN_Q_lxkNLNqftkxgPhSGw&m=UhKckYuhxF5XPQvtQsX7D6NBeoFCKAA1zp47TKyCvKg&s=8CCIKa6WFILPU8irRZyIPQqmU6TrEOvbJeZ8dC8KTWY&e=) .

Debbie Martin  
Senior Sales Consultant  
Gleim Publications Inc.

[Debbie.Martin@gleim.com](mailto:Debbie.Martin@gleim.com)  
352.375.0772 Ext. 414  
800.874.5346 Ext. 414  
352.375.6940 FAX  
Hours Mon-Fri 8am-7pm EDT

Please visit our home page.

[https://urldefense.proofpoint.com/v2/url?u=http-3A\\_www.gleim.com\\_&d=DwIFAg&c=-OIE4745p1S5wbqCzaa1dNe21NrKk14FraizFYWC6vg&r=hN\\_Q\\_lxkNLNqftkxgPhSGw&m=UhKckYuhxF5XPQvtQsX7D6NBeoFCKAA1zp47TKyCvKg&s=BiYNEH9KD9fbJbZqMG6895Hc5HshACwWffSE8nNOAQ8&e=](https://urldefense.proofpoint.com/v2/url?u=http-3A_www.gleim.com_&d=DwIFAg&c=-OIE4745p1S5wbqCzaa1dNe21NrKk14FraizFYWC6vg&r=hN_Q_lxkNLNqftkxgPhSGw&m=UhKckYuhxF5XPQvtQsX7D6NBeoFCKAA1zp47TKyCvKg&s=BiYNEH9KD9fbJbZqMG6895Hc5HshACwWffSE8nNOAQ8&e=)