



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

INSTITUTE OF MANAGEMENT ACCOUNTANTS

MAY/JUN 2020



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

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



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

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) credential. Earn up to 21 NASBA CPE credits.

Save 20% on these convenient CPE subscription packages with code IMASTRONG through June 30:

IMA simplifies meeting your annual CPE needs with a few of our popular course packages: IMA Knowledge Exchange, IMA Advantage, and IMA Knowledge Exchange-Advantage Combo.

More free IMA courses:

Webinars On Demand – Access these new convenient packages of highly rated webinars on key management accounting topics:

Technology II – 4 ICMA CPE credits

Leadership II – 4.5 ICMA CPE credits

Strategic Management – 4 ICMA CPE credits

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



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Student Leadership Workshop

Nov 12 - 14 Pittsburgh



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## ***Message from our CEO on the Coronavirus***

### Message to All IMA Stakeholders on the Coronavirus Updated May 1, 2020

IMA (Institute of Management Accountants) offers our heartfelt support to those directly or indirectly affected by the coronavirus outbreak around the world. We hope everyone around the world is safe, healthy, and secure with their families. Our approach to this challenge has been simple: to demonstrate social responsibility for the safety and well-being of our stakeholders, including our staff, our professionals and students in 150 countries, and our partners.

With the world continuing to fight the global coronavirus pandemic, IMA employees across IMA offices around the world continue to work from home for business continuity and staying safe with their families and our offices in China have reopened on a staggered basis. Business continuity and taking care of our members at a time when they truly need us the most also are important priorities. We also made a sizable monetary donation for N-95 masks and other critical supplies in China and the U.S.

Our number-one priority at all times remains social responsibility for the safety of our global stakeholders, including staff, volunteers, CMAs, candidates and partners. As such, due to many unknowns about the virus, including how it is contracted and spread – all IMA in-person events, conferences, and meetings scheduled through May 31 are cancelled or postponed. This includes any group event and all chapter and council events. Virtual events are encouraged as an alternative.

Our Annual Conference & Expo (ACE) scheduled for June has been cancelled as well but we will be holding our 2020 Annual Meeting of Members virtually on Saturday, June 20 from 10-11 a.m. EDT. Members can register to attend the meeting here (<https://imaonlinestore.com/personifyebusiness/AnnualMeeting>).

In addition, our CMA (Certified Management Accountant) Chinese language exams have been postponed from May 10, 2020 to Sunday, July 26, 2020 and from November 7, 2020 to December 6, 2020. Our July 25 Chinese language CMA exam remains unchanged. Should conditions change and if safety remains a concern or government regulations limit site availability, we will reschedule the exams to a later date.

Our English exam testing window for May/June has been extended to July 31, 2020 and our September/October testing window is opening early on August 1, 2020. Testing is subject to the availability of local Prometric Testing Centers. For both testing windows, we are waiving all fees for transferring from one testing window to the next or rescheduling appointments within a testing window. More information on the impact to CMA candidates is available here (<https://www.imanet.org/cmcertification/getting-started/cma-notice>).

We at IMA are making the most of remote learning, and we've expanded our offering of free courses to members, including the just-released Data Analytics and Visualization Fundamentals Certificate, the IMA Strategy and Competitive Analysis Learning Series, and Blockchain 101 by IMA (all free of charge until June 30), and our live and on-demand webinars.

The IMA leadership team is monitoring the outbreak daily and its impacts on our stakeholders. We will communicate any changes we feel members should know about. Times like these make us all realize how interconnected and interdependent we are. We are asking that you please stay safe and take care of your family. We will come out of this emergency more resilient than before if we all commit to being members of a true learning organization and exemplify a genuine people-first philosophy. Let's demonstrate courage, care, and conviction of purpose.



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*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 -

Optimizing Technology Investments to Drive Productivity

Inside Talk: May 13, 2020 01:00 PM - 02:00 PM

Virtualizing Finance and Accounting - Ground Rules for Closing the Books from Anywhere

Inside Talk: May 20, 2020 01:00 PM - 02:00 PM

The Role of Upskilling and Change Management on Technology Adoption

Inside Talk: June 01, 2020 01:00 PM - 02:30 PM

Storytelling Skills for Management Accountants

Leadership Academy: June 02, 2020 01:00 PM - 02:30 PM

ASC 842: Get your leases ready!

Inside Talk: June 10, 2020 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)***

## ***CMA Training Course***



This is for candidates who would like to get a live training and interactions with an instructor where they can ask questions about any topic as it is being taught and benefit from strategies on how to answer MCQ & Essay questions with live practice.

We are providing the training in 2 different timing (from 11:00 AM - 1:30 PM & from 8:00 PM - 10:30 PM EST/EDT). We have just had an amazing term with superb feedback from all candidates that joined the program from USA, Canada, Europe, Middle East & Asia. Our next term for both parts will start in June, please check our website for the detailed program schedule.

B Certified Pro is the 1st professional organization that provides CMA live training on a Global scale. Sessions are coached by the CMA guru Gaby Lahoud, CMA, CSCA, CFA, PMP with more than 10 years in teaching CMA & CFA internationally, being a platinum level IMA member, and holds 15+ years of professional business experience. The live sessions and summarized material are the essence of this accumulated experience and deep knowledge of the CMA program and involvement with IMA on different professional levels.

Website is [www.bcertifiedpro.com](http://www.bcertifiedpro.com)

Business Direct Email: [g.lahoud@bcertifiedpro.com](mailto:g.lahoud@bcertifiedpro.com)

Business Support Email: [support@bcertifiedpro.com](mailto:support@bcertifiedpro.com)







## PRESIDENT'S MESSAGE



I want to announce that the Cleveland East Chapter has officially cancelled its events for March, April and May. During the last phone based Board meeting it was decided that technical meeting presented over the internet would not benefit the chapter. If the bans on public gatherings are lifted by the summer, we have discussed moving technical meetings up in our schedule. Please keep in mind that the current events are impacting everyone, so the board may not have the time to plan events on short notice. At this time, it appears as if the chapter may not host anymore events for the remainder of this board's term (ends June 30th.) This is just my opinion. If that is the case, I want to thank those who served on the board with me this year and made the year a success. It is unfortunate that our year had to finish on this note. But these decisions were necessary to protect everyone.

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

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## *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.

***Student Leadership Conference - Save the date***

# IMA's Student Leadership Conference

## PITTSBURGH 2020



**November 12-14 ~ Wyndham Grand Pittsburgh**







## 2019 - 2020 BOARD OF DIRECTORS

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



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

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

### Board Meetings

Tuesday, Jun 18, 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 Geraci's at 6PM

Tues, Feb 11, 2020 Geraci's at 6PM

Tues, Mar 10, 2020 conf call at 6PM

Tues, Apr 14, 2020 conf call at 6PM

Tues, May 12, 2020 conf call at 6PM





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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 14, 2020	6:00 PM	Economic Update
Tuesday, February 18, 2020	6:00 PM	Charity event - Greater Cleveland Food Bank

Meetings March through May have been canceled due to Coronavirus

## Member Anniversaries

## IMA GLOBAL CORE VALUES



### Welcome New Members!

Kathleen Beck  
Kyle Obrenski

#### *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



May

- 61 Richard Kavicky
- 20 Sean Bliley
- 18 Lu Yu , CMA
- 1 Joseph Brickman

June

- 32 Stephen Lang , CMA
- 31 Donald Kehr
- 25 Brian Kelly
- 10 Timothy Bold , CMA
- 8 Vladimir Fedoroff , CMA
- 7 Olga Pozdneeva , CMA
- 6 Sayujya Patil , CMA

## ***How All Finance Leaders Can Help Shape Corporate Culture***

Corporate culture is a powerful thing. A lackluster or negative culture drives top talent away. An inspiring and positive culture attracts it and motivates teams to perform at their best. And when workers are happy in their jobs, they are more likely to become brand ambassadors for their employer, helping to influence public perception of the company's products, services, mission, values and much more. That, in turn, helps the firm to build a reputation as an employer of choice.

Finance leaders can play a pivotal role in helping to shape their company's corporate culture and they should seek out and embrace that opportunity. Yet only about half 51 percent of the CFOs interviewed for a recent Robert Half Management Resources survey said they are involved in that process. Nearly a quarter 22 percent said they don't contribute at all.

As a finance leader, where do you fall on this spectrum? If you haven't paid much attention to your role in shaping corporate culture before now, you may want to consider making it one of your top responsibilities moving forward. Senior finance executives can help to build and champion corporate culture by defining or refining, when necessary the company's core values and the way they translate into and form the foundation of the firm's culture

### **Let others think about corporate culture**

One way to reinforce corporate culture is by helping employees feel more connected to it, and to see the company's values and principles in action every day. If your corporate culture is one of openness and transparency, for example, you could take a more active role in improving communication about the health of the business by sharing details of financial performance and failures. If your culture emphasizes teamwork, celebrate successes so that all staff members understand how their work is having an impact.

Also, find ways to drive executive collaboration around corporate culture. While a company's culture may evolve on its own, to a degree, executives can set the tone and provide direction for how it evolves. Kick off the discussion at senior management meetings by asking, "Are we happy with our current workplace culture?" or "What exactly is our workplace culture?" The answers to these questions could be a wake-up call that management should be doing more to modify, or strengthen, the prevailing corporate culture.

Here are three other ways you can make an impact on corporate culture as a finance leader:

## ***How All Finance Leaders Can Help Shape Corporate Culture - continued***

### **Keep corporate culture in focus during the hiring process**

When reading resumes and interviewing candidates, look for more than just technical abilities and financial knowledge. Identify **professionals with top-notch soft skills**. Also, try to make sure that every new hire is someone likely to support the company's core values.

For example, if your business has made innovation a top priority, hire professionals who can build processes designed to spur new ideas.

That doesn't mean you should hire individuals who won't question the status quo when appropriate; you're looking for people who can readily understand what drives your company forward and are keen to help the business achieve its goals.

### **Help your employees build their careers**

Does your corporate culture emphasize **professional development and growth**? If so, is leadership making that clear to employees and helping them visualize their future at the firm? Like many companies, this might be an area where your business needs to step up its efforts. In a **recent Robert Half survey**, 40 percent of professionals said their managers never discuss their career paths with them. However, 31 percent of workers interviewed said they would like to discuss their career paths at least quarterly, and another 45 percent want to review their options annually.

Become known as a manager who touches base with staff on a regular basis to make sure they're still **satisfied with their job** and future options. Not only help them set steps toward their career goals but also make it easier for them to reach those milestones by connecting them with technical training and leadership development in preparation for senior roles. In words and deeds, let them know that they have a real future within your firm and that career advancement is a core part of your culture.

### **Lead by example**

A company's culture is largely the product of its history and its past leaders—but it is always evolving. As a finance leader, you can, and should, take an active interest in reinforcing the positive elements of your company's culture so it continues to grow and become stronger.



### ***How All Finance Leaders Can Help Shape Corporate Culture - continued***

ou can do this by "living" your corporate culture and setting a good example for your team. Show pride in your organization, acknowledge the work of others, build positive workplace **relationships with colleagues in other departments**, and more. Small but powerful everyday actions like these can help to create a work environment where positivity and productivity flourish the type of corporate culture that any talented professional would want to be part of

*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).*



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# 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





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### ***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.





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# 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,  
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IMA Website: [www.imanet.org](http://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



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# GLEIM

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## Continuing Professional Education

**G** **LEIM** 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

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