



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

INSTITUTE OF MANAGEMENT ACCOUNTANTS

APR 2018

**CONGRATULATIONS  
IMA CLEVELAND EAST  
CHAPTER!**



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

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From left to right:

**Congratulations to the Cleveland East Chapter on its success in the 2016-2017 IMA Competition. The chapter has won the following awards:**

**Carol Kuczer** holding the Silver Medal for the Warner Division Newsletter Competition

**Carlos Chavez** holding the Bronze Medal for the Warner Division Website Competition

**Sandy Brenner** holding the 15<sup>th</sup> Place in the Warner Division Chapter Standings

## April technical Meeting

**Tuesday, Apr 17 at 6PM**

**JOHN CARROLL UNIV - THE DOLAN CENTER  
ROOM D A 202 - DELVIN CONFERENCE ROOM; &  
ROOM D A 203 - PELLEGRENE CONFERENCE ROOM**

### DMAIC



**Tuesday Apr 10, 2018**

**IMA board meeting - noon**

**Thursday & Friday Apr 26 & 27**

**Annual Meonske Conference**

**Tuesday May 15, 2018**

**Technical meeting**

**44<sup>th</sup> Annual Meonske Professional  
Development Conference at Kent  
State University Thursday & Friday, April  
26 and 27 - CPE 16 hours**



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## APRIL TECHNICAL MEETING

# Learnings from a 6 Sigma Deployment Manager



Is your organization finding a number of wins using the Lean Six Sigma approach to problem solving? Our April speaker will be discussing the DMAIC methodology to problem solving.

## Join us for an IMA Technical Meeting

**Tuesday, April 17<sup>th</sup> Time: 6 PM Networking 6:30 PM Dinner**

**Location: John Carroll University – Dolan Science Atrium - 1 John Carroll Blvd. - University Heights**

**Student cost \$10 Members \$25**



**Speaker: Jeannine Jones** started her career in Accounting with ICI Paints, then moved to NY to work for GE at their Global Research Center as a Sourcing Analyst and later in their Electronics lab in e-Business Development. After a brief stint working in the Knowledge Based Engineering space, she moved back to Cleveland to work for OM Group as a Senior Market Analyst and was then hired by BASF as a Product Manager for their Fibers and Underground product lines. She now manages the N. American BASF Construction Chemicals 6 Sigma Deployment and their MasterIdea Global Innovation Platform. Jeannine has her BS in Economics from Miami University and MBA from Cleveland State University. She is a Certified Green Belt and is close to earning her Black Belt.



Register today at <http://cleveast.imanet.org/home>



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## *STUDENT LEADERSHIP CONFERENCE*

# SAVE THE DATE

HILTON ST. LOUIS | NOVEMBER 1-3, 2018



Learn how you can spark your career at IMA's Annual Student Leadership Conference. You'll hear from inspiring speakers, create a network of contacts, and connect with industry leaders in a dynamic, friendly environment. The Student Leadership Conference is held each November.





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OHIO REGIONAL COUNCIL



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## Announcing the 44<sup>th</sup> Ohio Council IMA Meonske Professional Development Conference At Kent State University

Thursday, April 26 and Friday, April 27, 2018  
16 Hours of CPE

**NEW FOR 2018**

**“You Can Now Register and Pay On-Line”**

**To register click the link - Register Online**

For any questions regarding registration,

please contact University Events and Conference Services  
at (330) 672-3161  
(Monday-Friday from 8:00 a.m. - 5:00 p.m.)



### **DAY 1: THURSDAY, APRIL 26th (8 Hours CPE)**

#### ***“Recent Developments and Critical SEC Updates”***

**Timothy F. Gearty**, CPA, MBA, JD, CGMA, Partner, Gearty & McIntyre

#### ***“Stop. Think. Connect: Prepare for Trends in Cybersecurity”***

**Robert Boutell**, Chief Information Security Officer, Alliance Data

**Andrew Retrum**, Managing Director, Protiviti

**Martin Bally**, Vice President & Chief Security Officer, Diebold Nixdorf

**John Bingham**, Former Chief Information Security Officer, Delphi Automotive

***“Obtaining Positive Results by Using Conflict Management to Your Advantage for WIN WIN Results”***

**Timothy F. Gearty**, CPA, MBA, JD, CGMA, Partner, Gearty & McIntyre

***Track 1 “Successful Leadership with Multi-Dimensional Finance Transformations”***

**Gabe Zubizarreta**, CPA, CEO and Founding Principal, Silicon Valley Accountants

**J. Stephen McNally**, CMA, CPA, IMA Global Board of Directors

***Track 2 “Ethics in Action - How to Shine in An Unethical World”***

**Jeffrey L. Bissell**, CPA, CFO and Treasurer, NMG Aerospace

***“Professional Standards and Responsibilities - Accountancy Board of Ohio Approved Ethics”***

**Norman R. Meonske**, Ph.D., Professor Emeritus, Kent State University

Following the conference, please join with your friends for a Networking Reception  
Wine and Cheese Reception Sponsored by Silicon Valley Accountants

## **DAY 2: FRIDAY, APRIL 27th (8 Hours CPE)**

***“Financial Reporting Panel: Accounting Standards Update”***

**Moderator Dennis R. Beresford**, Executive in Residence, J.M. Tull School of Accounting, Terry College of Business

**Panelists Wesley R. Bricker**, Chief Accountant, U.S. Securities and Exchange Commission

**Wayne Carnall**, Partner, National Professional Services Group, PricewaterhouseCoopers

**James L. Kroeker**, Vice Chairman, Financial Accounting Standards Board

***Keynote Luncheon “Disruptive Technology - The Next Big Thing That Will Change Everything!”***

**Michael Capellas**, Founder and CEO, Capellas Strategic Partners

***“Internal Controls and Sustainability Reporting - Good for Business”***

**Moderator Jeffrey C. Thomson**, CMA, CSCA, CAE, President and CEO, Institute of Management Accountants (IMA)

**Panelists Robert H. Herz**, CPA, CGMA, FCA, Board of Directors, Sustainability Accounting Standards Board

**Robert B. Hirth, Jr.**, Former COSO Chair



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**Track A “The Digital Workforce: Robotic Process Automation and Process**

***Analytics in Accounting”***

**Evan Campbell**, Managing Director, Protiviti’s Technology Strategy

**Casey Poon**, Associate Director, Protiviti’s Business Improvement

**Track B**

**Panelists**

***“Women in Accounting or Finance Leadership Positions -  
The Future if Yours” \****

**Sandra Richtermeyer, Ph.D.**, Dean, Manning School of Business,  
UMass Lowell

**Laurie Brlas**, Chairman of the Board, Perrigo Company

**Melissa Anezinis**, Executive Director, J.P. Morgan Asset Management

**Mary Hogue**, Associate Professor, Assistant to the Chair, College of  
Business, Kent State University

**\*Seating is limited to the first 125 registrants**

## **SCHOLARSHIP FUND**

IMA’s Ohio Regional Council is pleased to honor the legacy of Dr. Norman R. Meonske and the 44th Annual Meonske Professional Development Conference by contributing a significant portion of the conference proceeds to the Kent State University Accounting Scholarship Fund in his name. We expect to grow the fund to over \$350,000 this year and have a goal to grow the fund to \$500,000 during Norm’s lifetime. Anyone wishing to make a 100% tax deductible gift of any size may do so by contacting Alexa Doult, who will be available to meet with you at the conference.

Alexa S. Doult  
Associate Director of Advancement  
P.O. Box 5190  
Kent, OH 44242  
Telephone: (330) 672-0690 (Office)  
(330) 388-6224 (Mobile)  
Email: [adoult@kent.edu](mailto:adoult@kent.edu)

**44<sup>th</sup> Annual Meonske Professional Development Conference**  
**Thursday, April 26 & Friday, April 25, 2018**  
**NEW FOR 2018 - ON-LINE REGISTRATION AVAILABLE**  
 To Register go to <https://commerce.cashnet.com/UCBIMA>

## CONFERENCE PAYMENT INFORMATION

### PAYING BY CREDIT CARD (No AMEX Accepted)

When you register online, you can enter your credit card information at the time of registration.

### PAYING BY CHECK

After you register online, print your completed registration form and mail it, along with payment to:

University Events & Conference Services  
 106 Kent Student Center  
 Box 5190  
 Kent, OH 44240

**Make Checks Payable to:**  
 Kent State University

### NO INTERNET? NO PROBLEM!

Complete this registration form and mail it, along with your check, to the address listed above.

For your protection, we do not accept credit card numbers by mail.

### CONFERENCE REGISTRATION FORM

(Each Registrant needs to complete a separate registration form)

|                         |  |                |
|-------------------------|--|----------------|
| Last Name               | First Name                             | Middle         |
| IMA Member (Yes or No)  | *IMA Membership Number (If Applicable) |                |
| IMA Chapter Affiliation |  |                |
| Employer                |  |                |
| Street Address          | City                                   | State Zip Code |
| Daytime Telephone       | Email Address of Attendee              |                |

| REGISTRATION FEES                             |               |  |  |
|---|---------------|--|--|
| Please Make Sure to Check Day Attending Below |               |  |  |
| Meonske Professional Development Conference   |               |  |  |
| Educator Rate                                 |               |  |  |
| After April 18, 2018 Late Fee                 |               |  |  |
|   | \$180/Per Day |  |  |
|   | \$130/Per Day |  |  |
|   | \$50          |  |  |
| TOTAL   |               |  |  |



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

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## PRESIDENT'S MESSAGE



**O**UR APRIL TECHNICAL meeting will be held at John Carroll University on April 17th at 6:00PM. The topic will be "Learnings From a 6 Sigma Deployment Manager". Our guest speaker will be Jeannine Jones, a 6 Sigma Deployment Manager with BASF Construction Chemicals.

In March, we tried something new with our technical meeting offering. We offered two hours of CPE on Ethics. We are going to try this again next year so more of our members can plan on attending. A Hiram College professor made the presentation with a fresh perspective on Ethics and was enthusiastically received by those who attended. Hiram College is home to one of our student chapters; it is always nice to get to do joint functions with the future leaders of the accounting profession.

The Cleveland East Board of Directors has already been submitted for 2018-19 but that doesn't mean you still can't get involved. Reach out to me or another board member and discuss how you can get involved in the IMA. This is a great way to meet a variety of people in the Cleveland area and beyond. We look forward to having new members get involved with our Chapter. As always, please feel free to send me an email at [bcd\\_net@yahoo.com](mailto:bcd_net@yahoo.com).



### SPONSORS

We would like to thank the following organizations for their support in sponsoring the IMA Cleveland East Chapter.

If you would like to have your business appear on this page, please contact Sandra Brenner at (216)839-7288 or Email: [sandra.brenner@basf.com](mailto:sandra.brenner@basf.com).



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Member of the Institute of Management Accountants  
**Carlos M. Chavez, MBA, MSA**  
Owner

909 Quincy Court  
Medina, Ohio 44256  
Telephone: (330)723-0559  
Cell: (216)470-4450  
Email: [cmchavez2assoc@aol.com](mailto:cmchavez2assoc@aol.com)  
[www.chavez-associates.com](http://www.chavez-associates.com)

Deadline for submitting information for next newsletter is the Monday following the technical meeting. Send your submissions to Carol Kuczer at: [ckuczer@ddr.com](mailto:ckuczer@ddr.com)



## ANNOUNCING OHIO REGIONAL COUNCIL'S ANNUAL LEADERSHIP TRAINING WORKSHOP MAY 18<sup>TH</sup> & 19<sup>TH</sup>



Dear Chapter Officers,

I'm very excited to tell you about this year's annual Leadership Training Workshop (LTW). The program is designed for all chapter board officers both new and seasoned. We have a tremendous event planned for you this year. This year's program will be held on May 18<sup>th</sup> & 19<sup>th</sup> at the Courtyard Marriott, Columbus, OH. The program is designed to help you to achieve excellence on your chapter's board.

### Friday, May 18th



#### Ohio Council Meeting – Picasso's Art Studio- 4:00 PM

All Ohio Council Board members and Incoming Chapter Board members are welcome to participate

#### Dinner and Art following the board meeting

1974 N Mallway Dr, Upper Arlington, OH 43221

Ohio Council Board Members and Ohio IMA Chapter Board Members

– No cost [Guests \$50 per person, subject to availability]

### Saturday, May 19<sup>th</sup>

#### Leadership Training Workshop

Location – Courtyard by Marriott Columbus West

2350 Westbelt Drive

Columbus, OH 43228

8:00 – 8:30 Continental Breakfast

8:30 – 2:00 LTW Program



A room hotel block has been secured at Courtyard by Marriott Columbus West

2350 Westbelt Drive Columbus, OH 43228 - (614) 771-8999. Please make your hotel reservation early, as space is limited. You will be responsible for your hotel bills. Deadline for reservations is Tuesday, April 17th. Room rate is \$129.00 per night, plus taxes. To make hotel reservations, call (614) 771-8999. Room block is under IMA Columbus.

If you have any questions, please contact me at [cwlevine@gmail.com](mailto:cwlevine@gmail.com) or 513-532-4720



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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.

# IMA ANNUAL CONFERENCE

**ACE2018 | INDIANAPOLIS**

IMA's Annual Conference & Expo

— ∞ —  
**JUNE 16-20, 2018**



## Mark Your Calendar!

**Registration for ACE2018 will open mid-February. Start planning your trip to Indianapolis today!**

**Register by March 31 to get these early bird rates:**

Member: **\$1,250**

Nonmember: **\$1,500**

## 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



## 2017 -2018 BOARD OF DIRECTORS

| Office                        | Name              | Email                   | Telephone           |
|-------------------------------|-------------------|-------------------------|---------------------|
| President                     | Ernie Brass       | bcd_net@yahoo.com       | (440) 946-1952      |
| Secretary                     | Enrico Varricchio | emdnv@oh.rr.com         | (216) 368-2822      |
| Treasurer                     | Robin Schade      | robin.schade@imcdus.com | (216) 228-8900 x262 |
| VP Administration             | Jimmy Renz        | james.renz@imcdus.com   | (216) 228-8900      |
| VP Professional Education     | Ernie Brass       | bcd_net@yahoo.com       | (440) 946-1952      |
| VP Membership                 | TBD               |                         |                     |
| Director - Newsletter         | Carol Kuczer      | ckuczer@ddr.com         | (216) 755-5746      |
| Director - Social Media       | TBD               |                         |                     |
| Director Student Scholarships | TBD               |                         |                     |
| Director Academic Relations   | TBD               |                         |                     |
| Director CMA                  | John Ashba        | johntashba@hotmail.com  | (440) 228-7360      |
| Director Publicity            | Ashley Hinkle     | hinkle1215@gmail.com    |                     |
| Chair of the Audit            | Vince Pona        | vpona@millrose.com      | (440) 478-7612      |
| Regional Council Delegate     | Sandra Brenner    | sandra.brenner@basf.com | (216) 839-7288      |
| Director - Meetings           | John Senderak     | jfsenderak@gmail.com    |                     |

Need extra help with special projects?

Want to give a helping hand to an accounting student?

Interns are available to help your company. Both the University of Akron and Hiram College have accounting students that are ready, willing and eager to gain real life experience.

For more information, please contact Robin Schade at 216.227.3011 or via email at [robin.schade@imcdus.com](mailto:robin.schade@imcdus.com).

### Board Meetings

Tuesday, Jun 27, 2017 6 PM in person

Tuesday, Jul 25, 2017 6 PM in person

Tuesday, Aug 8, 2017 6 PM in person

Tuesday, Sep 12, 2017 Noon conference call

Tuesday, Oct 10, 2017 Noon conference call

Tuesday, Nov 14, 2017 Noon conference call

Tuesday, Dec 12, 2017 6 PM in person

Tuesday, Jan 9, 2018 Noon conference call

Tuesday, Feb 13, 2018 Noon conference call

Tuesday, Mar 13, 2018 Noon conference call

Tuesday, Apr 10, 2018 Noon conference call

Tuesday, May 8, 2017 Noon conference call





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# 2017 - 2018 TECHNICAL MEETINGS



| Date                        | Time        | Event   |
|-----------------------------|-------------|---|
| Thursday, August 15, 2017   | 6:00 PM     | Gaming in the State of Ohio - Northfield Park     |
| Tuesday, September 19, 2017 | 6:00 PM     | Social Security                                   |
| Tuesday, October 17, 2017   | 6:00 PM     | Student Night - LinkedIn                          |
| Friday, November 17, 2017   | 6:00 PM     | Controller's Workshop                             |
| Tuesday, January 16, 2018   | 6:00 PM     | Economic Update                                   |
| Tuesday, February 20, 2018  | 6:00 PM     | Federal Tax Update                                |
| Tuesday, March 20, 2018     | 6:00 PM     | Ethics - 2 hour cpe                               |
| Tuesday, April 17, 2018     | 6:00 PM     | Lean 6 Sigma at John Carroll University           |
| Tuesday, May 15, 2018       | 6:00 PM     | TBD   |
| Thursday, April 26, 2018    | 8 AM - 5 PM | Annual Meonske Conference Pre-Conference Workshop |
| Friday, April 27, 2018      | 8 AM - 5 PM | Annual Meonske Conference                         |
|                             |             |   |

## Member Anniversaries

## IMA GLOBAL CORE VALUES



### Years Members

|    |                 |
|----|-----------------|
| 27 | Robert Bloom    |
| 20 | Carol Kuczer    |
| 12 | Carlos Chavez   |
| 4  | Charles Iyahan  |
| 4  | Tracey Rock     |
| 3  | Mark Holtzblatt |
| 3  | John Dimarco    |
| 3  | Gayle Jun       |
| 2  | James Renz      |
| 1  | Shawn Hicks     |
| 1  | Junhui Lin      |
| 1  | Robin McAninch  |
| 1  | John Ashba      |

### *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.



### New Members

Irina Leuchtag

## Why Finance Executives Should Master and Promote Collaboration

Effective workforce collaboration is a priority for any business that wants to build more cohesive and productive teams and drive innovation. But two areas where collaboration really matters, but at times languishes, are at the senior management level and in the finance function.

Obviously, CFOs and other finance executives have an opportunity to improve collaboration in both areas. Mastering collaboration with your peers in the business, as well as encouraging your team to share ideas and skills and work in a more unified way with each other, is good for your organization as well as your career. Here's why:

### Finance leaders help drive business and digital strategy success

In the not so distant past, CFOs and their teams weren't typically asked to provide input on helping the business set goals and shape strategy — at least, not directly. That's changing fast, as companies embark on transformative programs like digitalization and automation that require a lot of cross-departmental collaboration, cooperation and coordination.

“Successful financial executives maintain a big-picture outlook and excellent relationship-building skills,” says Tim Hird, executive director of Robert Half Management Resources. “In particular, CFOs are playing a larger role in business transformation and technology investments and driving change management.”

As an example, collaboration between the CFO and chief information officer (CIO), especially in the early phases of IT project planning, can lead to better alignment between finance and IT agendas and understanding of risks. Technology initiatives, from cloud migrations to business systems upgrades, can impact every business unit within companies today. CIO and CFO collaboration can pave the way for smoother integration of new systems and processes and help ensure the business realizes value from those investments and achieves transformation goals.

CFO and CIO collaboration appears to be blossoming in many firms, too: In a recent survey by our company, 41 percent of CFOs said they collaborate very well with the CIO. However, nearly half (46 percent) of CFOs say they collaborate even better with another C-suite colleague: the CEO.

### Finance executives collaborate well with chief executives

The fact that CFOs and CEOs are working together well in most organizations is positive, of course. As Hird explains, “A dysfunctional relationship with the CEO, in particular, nearly dooms a company from the start.”

It can also undermine a CFO's chance to take the reins of leadership at the firm when the opportunity arises. In more businesses today, finance executives are tapped to become the CEO. It's a job many aspire to: More than 60 percent of CFOs in a Robert Half Management Resources survey said they are motivated to reach this level at some point in their career.

## Why Finance Executives Should Master and Promote Collaboration - continued

Getting there will depend, in part, on their relationship with other senior executives — and not just the CEO. A CEO needs to be well-versed in all aspects of an organization, including production, sales and marketing, IT, research and development, and human resources. By collaborating with other executives, motivated CFOs can better broaden their business acumen and develop a big-picture mentality. And it wouldn't hurt to have the support of your peers as you aspire to the top.

The CFO's relationship with the chairman of the board can also be a factor in whether he or she ascends to the CEO chair. However, according to Robert Half's research, only 29 percent of financial executives report that they collaborate "very well" with the board chair.

It's not altogether uncommon for CFOs to struggle to collaborate with board chairs. Says Melissa Shipman, vice president, [Managed Business Services](#), for Robert Half Management Resources, "The board is more removed from business operations but still has high expectations for the C-suite to execute. The CFO is often on point to explain the organization's results, which may not meet the board's expectations."

### Tips for improvement

Establishing and maintaining an ongoing and meaningful dialogue with the board, particularly with the board chair, certainly can't hurt and should be a priority for CFOs. But finance leaders also must prioritize building bonds with other executives.

Shipman says, "CFOs will find their C-suite peers are tuned-in with the day-to-day realities of the business and can collaborate effectively with them."

To enhance collaboration with those peers, CFOs should:

- **Ask for input.** Bring C-suite peers early into key initiatives that are on your plate and ask for their ideas, advice and expertise.
- **Be a resource.** Let colleagues know you're available to provide a financial perspective on key initiatives and discuss your department's projects and how they affect others.
- **Prioritize information-sharing.** Meet with nonfinance executives regularly to give updates on your priorities and challenges. Your peers may have ideas you can implement.

Also, be proactive about networking internally. Make the point to grab lunch or coffee with your peers to build rapport and gain a better sense of how you can work together effectively. Use these meetings to share best practices for building cohesiveness in your respective teams, and for identifying opportunities to cross-collaborate.

Accountemps, a [Robert Half](#) company, is the world's first and largest specialized staffing firm for temporary accounting, finance and bookkeeping professionals. Accountemps has 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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## THINGS TO CONSIDER ABOUT CMA CERTIFICATION



### Cleveland East Chapter Gleim IMA Chapter Partnership

Cleveland East Chapter members receive a significant discount off all Gleim CMA and CPE study materials including the new ethics course. Your Cleveland East IMA Chapter has partnered with Gleim to ensure your success on the CMA exam! Working together, we will provide you the necessary study tools to prepare for this difficult exam. Gleim has been preparing candidates for success with their extensive self-study course for over 30 years! The Gleim Review System enables you to identify your weak areas so you know where to focus your efforts and GUARANTEES that you will pass each exam part the first time. Our goal is that you achieve success while minimizing your frustration, cost, and time. As a member of the chapter, you are eligible for significant discounts on any of Gleim's CMA materials, as well as Gleim CPE.

To learn more about the program, or to print order forms, visit the Cleveland East Chapter website.

Gleim is excited to partner with Tri-C Corporate College to offer a live review for the Certified Public Accountant exam. This review will be held at the Corporate College East campus with weekly sessions specifically designed to help you pass the exam quickly and effectively.

This offering is unique in terms of its affordability and the one-on-one attention you will receive. These review courses provide candidates with the tools, information, and knowledge necessary to pass the CPA exam the first time.

If you are a candidate who wants to pass the CPA exam quickly and appreciates the added value of a live instructor, call Sheryl Hunt today at (216) 987-0233 or email [sheryl.hunt@tri-c.edu](mailto:sheryl.hunt@tri-c.edu) to register. You can also check out their [CPA web page](#) for more information.

Class size is limited, so register NOW to reserve your seat.

## THE GOLD STANDARD

### Salary

Findings of IMA's 20th Annual Salary Survey indicate that professionals holding IMA's CMA certification have greater earning power - 24% higher in salary and 31% higher in total compensation - than their non-certified colleagues. These findings appear in the June 2009 issue of IMA's *Strategic Finance* magazine.

### 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.



### Review Schedule Based on Gleim Publications Corporate College:

- For the CMA Exam the review for each part of the exam is about six weeks.
- The class meets initially for a 1-hour orientation.
- 5 more meetings, one a week, for 3 hours each.
- Students will take the exam part covered by the review within 2 weeks of the last live class.
- The review for each successive exam part begins 1 to 2 weeks after the review for the previous parts ends.

### 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.

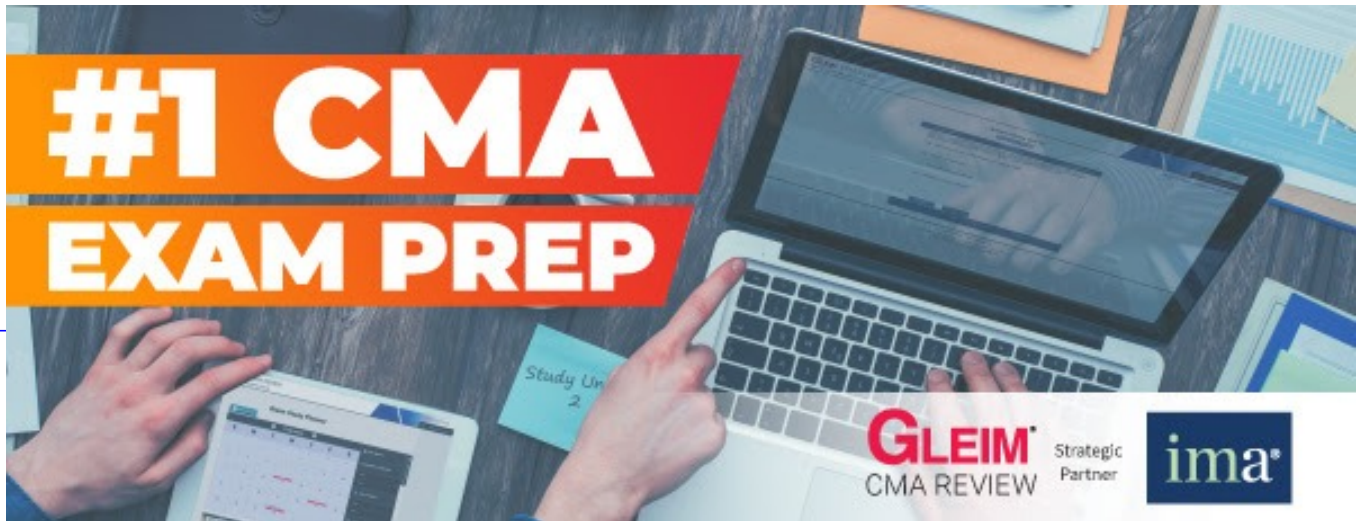
### Professional Recognition

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.

**Start On Your Road  
to CMA Certification Now!**

**GLEIM**





**MAKE 2018 YOUR YEAR TO BECOME A CMA!**

Gleim set the standard with the first CMA course over 35 years ago. Today, Gleim is still trusted to provide you with everything you need to pass the CMA exam.

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\*Discount expires March 16, 2018 and does not apply to previous purchases.

We look forward to helping you pass the CMA Exam. Team Gleim 800.874.5346

[accountingteam@gleim.com](mailto:accountingteam@gleim.com) Gleim Publications, Inc., 4201 NW 95th Blvd, Gainesville, FL 32606



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

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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



The Association of  
Accountants and  
Financial Professionals  
in Business

# 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

## Webinar Schedule -

### · Mindset of High-Performance Leaders

#### Leadership Academy

April 03, 2018 01:00 PM - 02:30 PM

### · A Pain-free Acquisition: What Do Investors Want?

#### Inside Talk

April 04, 2018 01:00 PM - 02:00 PM

### · The CMA Exam: Test-Taking Tips and Strategies

#### Inside Talk

April 10, 2018 10:00 AM - 11:00 AM

### · New Lease Accounting: Business Impacts You May Not Be Thinking Of

#### Inside Talk

April 12, 2018 01:00 PM - 02:00 PM

### · Beyond the Budget: How to Make the Move to Rolling Forecasts

#### Inside Talk

April 18, 2018 01:00 PM - 02:00 PM

### · The Case for Continuous Accounting

#### Inside Talk

April 25, 2018 01:00 PM - 02:00 PM

## Webinar Archives

### IMA Members:

Play past webinars on LinkUp IMA

## 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



# Continuing Professional Education



*New courses included in the Gleim Online CPE*

Gleim has recently added the following courses to our Online CPE catalog:

- AICPA Clarified Attestation Standards
- Audit Evidence: Applications
- Choosing the Best Entity for a New Business
- CMA Ethics
- Compilation of Financial Statements -- Clarified Standards
- Cost Management Terminology and Concepts
- Individual: Above-the-Line Deductions and Losses (2017)
- Individual: Exclusions from GI (2017)
- Individual: Itemized Deductions (2017)
- Internal Control: Basic Concepts for the External Auditor
- Introduction to Financial Statement Analysis
- Landlord and Tenant
- Limited Liability Companies
- Property Transactions: Character and Recognition for Property Sales and Exchange (2017)
- Valuing Inventory to Avoid Poor Pricing Decisions

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=RD3VWZz4rKVD3He5bkf-brbpqxLhV5HzZpI8dFVDPv8&s=S17GJVMKhK\\_mYWqdRj8qqbNHGzXy6Fj-CLasiGxih3U&e=](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.gleim.com_accounting_cpe&d=DwIFAg&c=-OIE4745p1S5wbqCzaa1dNe21NrKk14FraizFYWC6vg&r=hN_Q_lxkNLNqftkxgPhSGw&m=RD3VWZz4rKVD3He5bkf-brbpqxLhV5HzZpI8dFVDPv8&s=S17GJVMKhK_mYWqdRj8qqbNHGzXy6Fj-CLasiGxih3U&e=)

Please contact Debbie Martin by 02/16/2018 to take advantage of a special offer of up to 40% off the regular price of our CPE packages.

Please contact Debbie Martin, CPE Administrator to take advantage of a special offer off the regular price of our CPE packages.

[Debbie.Martin@gleim.com](mailto:Debbie.Martin@gleim.com)

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800.874.5346 Ext. 414

352.375.6940 FAX

**Hours Mon-Fri 8am - 7pm EDT**

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