



The Association of
Accountants and
Financial Professionals
in Business

CLEVELAND EAST CHAPTER

INSTITUTE OF MANAGEMENT ACCOUNTANTS

MAR 2020



Insiders
Monthly Access
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www.cleveast.imanet.org



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March Technical meeting **Data Analytics - Big Data** Thursday, Mar 19, 2019 at 6PM

John Carroll University

1 John Carroll Blvd.

O'Connel Reading Room 1st Floor Dolan Center

University Hts., OH 44118

Agenda:

5:30PM: Registration open

6:00PM: Italian Buffet Dinner

6:30PM: Presentation of Cases / Group Discussion

7:20PM: Closing / Q&A

8:00PM: Networking

Cost: Members & Guests: \$25.00 - Students - Free if registered



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**April 23 & 24 Meonske Professional
Development Conference**

**Women's Accounting Leadership
Series - NYC April 24**

**May 8 & 9 Leadership Training
Workshop, Dublin OH**

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

Register on the website:
cleveast.imanet.org



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March technical meeting

Speaker - DAN SCHRAG

Assistant Professor, Baldwin Wallace University

Professional Bio:

Dan Schrag is an assistant professor in the school of business and teaches principles of accounting, intermediate accounting, principles of auditing and introduction to business.

Schrag worked for a global public accounting firm and for publicly traded companies prior to joining Baldwin Wallace as a full-time professor. From his 15 years of corporate work, he has extensive experience in delivering internal audit services, including risk assessment, project planning, execution, audit committee reporting and direct assistance to the external audit. He has experience in information technology controls reviews, evaluating application controls, and assessing system implementations. In addition, he has led financial due diligence and acquisition integration projects. With a career focused in manufacturing, Schrag has visited over 80 manufacturing and distribution sites in 15 countries.

Schrag also developed and taught an accounting course on information technology and data analytics at John Carroll University as a part-time instructor. Schrag is a certified public accountant (CPA) in the state of Ohio and a certified internal auditor (CIA). He received a Bachelors of Science in Business Administration from John Carroll University with a major in Accounting and a Masters of Business Administration from Cleveland State University.



Once on Cedar Road West from I-271 Interchange

- Follow Cedar Road West for approximately 3 miles through a series of traffic lights (past Beachwood Place on your left and Legacy Village on your right) until you reach Warrensville Center Road. Turn left onto Warrensville Center Road (University Square shopping center and Whole Foods Market are at the corner).
- Follow Warrensville Center Road south for approximately 1 mile, staying in the right lane. When you reach the Fairmount traffic circle, turn right onto the circle and move to the center lane. Go almost completely around the circle until you reach John Carroll Boulevard (formerly North Park Boulevard North East). There will be a gas station on your left and a shopping center on your right.
- You will see the main campus entrance directly in front of you. Continue straight, going through one stop sign, and then turn left into campus. At the entrance gate, inform the gatehouse attendant that you are attending the IMA meeting in the Dolan Center.

Register on the website:
cleveland.ima.net.org



Women's Accounting Leadership Series - NYC

We are excited to offer two back-to-back events in New York City! Join us for the Conference, the movie, or both!

Women's Accounting Leadership Series – NYC, Friday, April 24, 2020, 9 a.m. – 3 p.m. - 5.8 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 sharpening leadership skills at the Women's Accounting Leadership Series.

This event will be held at Baruch College Vertical Campus Conference Center: 55 Lexington Ave. (corner of 24th St.), New York, NY 10010. Room 14-220 (14th floor).

Register now for IMA's Women's Accounting Leadership Series. To register for both events, please click on the "Register Now" link on the chapter website and add the movie to your cart during checkout!

Free Movie Screening and Discussion of All the Queen's Horses, Thursday, April 23, 2020, 6 p.m.–9 p.m.- 2.0 CPE

We are excited to offer a free movie screening and discussion with the director 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. Light refreshments will be served.

This event will be held at EY Times Square (5 Times Square, 22nd Floor Café, New York, NY 10036).

Hotel: Lexington Hotel, 511 Lexington Avenue at E. 48th St., New York, NY 10017, Phone: (212) 755-4400

IMA has negotiated a special group rate of \$229 per night for a Deluxe King Room, exclusive of applicable state and local taxes (14.75%) plus a \$3.50 city occupancy tax per room. Complimentary in-room internet will be available for all guests booked in the room block. The hotel is currently accepting reservations. Click here to make reservations online or call (212) 755-4400 and reference Women's Accounting Leadership Series. (Please note, when you book online an autogenerated "Destination Amenity Fee" of \$25 will appear. This will be removed once you check out.)

The group rate is active until Monday, March 23, 2020, and is based on a first-come, first-served basis so make your reservations as soon as possible. Reservations made after March 23, or after the IMA block sells out, may be subject to a higher rate.

Presenters:

Brian Ash , Director, Talent Management, Mazars USA

Christopher Gullotta, CPA, Vice President, Corporate Headquarters Accounting and Analysis, IBM

Tina Mackay, CMA, Manager, Finance Talent Acquisition and Progression, IBM

Kelly Richmond Pope, Ph.D., CPA, Associate Professor, DePaul University

Sandra Richtermeyer, Ph.D., CMA, CPA, Dean, Manning School of Business, University of Massachusetts Lowell, Former IMA Global Chair

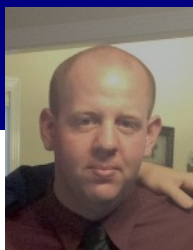
Leslie Seidman, Independent Corporate Director, Former FASB Chair



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CLEVELAND EAST CHAPTER

PRESIDENT'S MESSAGE



So this winter is just flying by for the Cleveland IMA community. As I reflect on the year, it feels as though we had just met as a board to plan out our year. However, we are almost to the end of the year. I want to thank our chapter's board for working so well this year to make all of the year's events a success. I want to announce to all members of the chapter that next year's board will be elected this coming month. If you have any interest in ANY position on the board, please contact a member of this year's board of directors. This past month our chapter and the Cleveland Chapter hosted a community service night at the Cleveland Food Bank. Those who came out benefited from the great feeling of helping a great organization that does so much for those less fortunate. Honey Wess (Cleveland's President) and I hope to have another one of these nights this year. We will keep you posted.

In March, the chapter will be hosting an event at John Carroll University. On March 19th at 6pm, please join us for a technical meeting that covers "Data Analytics - Big Data." The presentation will be given by Dan Schrag, who is an Accounting professor at Baldwin Wallace University. This event is worth one credit of CPE and will be free of cost for any student. We just ask that students still register through our website, so we can get a head-count for food. Also, a reminder to all Accounting students in the area, the deadline to apply for our chapter's scholarship is March 15th. An email with instructions was given to all faculty contacts at area colleges. Lastly, if you are unable to join us at John Carroll, the day before (March 18th) the Cleveland Chapter will be hosting a technical meeting at Cleveland State University. For details, please visit the Cleveland Chapter's site or contact Honey Wess. Thanks!

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 | 216.223.7733

Marilee.MacAskill@dalecarnegie.com





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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.



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IMA ANNUAL CONFERENCE REGISTRATION IS NOW OPEN!



*NEW! Monday-Wednesday Main Conference Schedule
Pre-Conference Activities and Welcome Reception on Sunday*

VALUE & CONVENIENCE

New Condensed Schedule! With comparable CPE credits

Great Lower Rate! Early Bird rate of just \$999 for IMA members

New "Deep-Dive" Workshops! Intensive sessions on cutting-edge topics*

8 Specialty Tracks

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

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

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	open
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

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 Geraci's at 6PM

Tues, Apr 14, 2020 Geraci's at 6PM

Tues, May 12, 2020 Geraci's at 6PM



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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
Thursday, March 19, 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

Welcome New Member!

Andrew Church
Years 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.



62	Louis Groshel
37	Dean Brady
31	Thomas Browne, CMA
31	John Ellis, CMA
30	Charles Miller, CMA
29	Robert Bloom
22	Carol Kuczer
6	John Dimarco
5	Gayle Jun
4	James Renz, CMA
3	Robin McAninch
1	Loreto lafelice

Volunteer night at the Food Bank

The Cleveland East and Cleveland chapters held a Volunteer Night working at the Cleveland Food Bank.



Turn Your Finance Team Into Business Analytics Masters

With companies' ever-growing reliance on data, finance and accounting leaders and their teams are facing a daunting challenge: Master analytics, soon, or risk becoming obsolete.

In Robert Half's [Jobs and AI Anxiety report](#), finance managers said big data and advanced analytics are among the top three technologies their organizations currently use. And in [a separate survey by our company](#), 37% of CFOs said that analytics skills are mandatory for all accounting and finance positions, while 49% said they're mandatory for some roles.

The truth is that business analytics is crucial for understanding the inner workings of any organization. Following is a quick rundown of what you need to know to turn your current team into a squad of analytics experts — equipping them with high-value skills that not only will help them meet today's business demands but also [prepare for the future of work](#).

The core competencies: statistics, databases and communication

The larger the data sets you work with, the more complicated the analysis will be. Regardless of size, however, analytics still comes down to three core competencies:

- **Statistics** — Analytics teams require at least one mathematician, ideally a statistician. This person will use probability, distributions and regression analysis to uncover the patterns hiding in the numbers.
- **Databases** — You need IT experts on your team, especially people who know how to use databases. Often, this means securing SQL expertise, although you might also need someone knowledgeable in big data technologies if you're analyzing a lot of information.
- **Communication** — Data is useless if you can't interpret it. So, you'll need skilled communicators who can take the results of analysis and translate them — using reports, graphs and presentations — for those who aren't fluent in the language of numbers.

Even if your finance team has never tackled analytics before, it's possible to get them up and running relatively quickly. Here's how.

1. Conduct a skills audit

Almost everyone on your finance and accounting team will have a few of the basic skills required for analytics work. You'll likely find that some will have extensive experience with creating graphs and reports, while others with mathematics backgrounds might be statistics whiz kids. These days, it's not uncommon for finance professionals to have a few tech skills up their sleeves, too.

Turn Your Finance Team Into Business Analytics Masters - *continued*

Assess your team's competencies in these areas. You can then plan your business analytics workflow around your findings, such as putting your most tech-savvy employees in charge of database duties.

2. Coordinate with IT

Analytics projects can't succeed without support from IT. Tech professionals are required to grant finance teams system access, help them pull reports, and install any additional software they might need. Many IT teams will also possess analytics experts who can provide finance and accounting professionals with guidance.

That's one of the many reasons [finance and IT leaders should foster collaboration](#) among their teams. Both departments find themselves playing an increasingly strategic role in organizations, with business analytics becoming a fundamental part of the decision-making process.

3. Develop a training plan

After your skills audit, look for opportunities to enhance your team's analytics capabilities through [professional development](#). In some cases, this might involve focusing on a particular aspect of their skills, such as working with databases. This training can be provided in-house with computer-based instruction or through coaching from IT teammates.

Likewise, if an employee wants to become an analytics specialist, you could support them through a professional qualification, such as the [CAP \(Certified Analytics Professional\)](#) credential. Some universities also offer business analytics designations. [Cornell's Business Analytics Certificate](#) is one example.

4. Hire or outsource to fill any skills gaps

If you've maxed out the abilities of your existing team, then you'll need to start looking for outside help. In the long term, that could mean hiring analytics professionals with financial expertise.

However, the market for analytics experts is ferociously competitive right now, making these employees especially difficult to recruit. The latest [Robert Half Salary Guide for Accounting and Finance Professionals](#) notes that data analytics skills and knowledge of database management software are among the abilities in the highest demand in the industry.

You can broaden your talent pool by [working with consultants](#) who are skilled in business analytics. These professionals not only can help with specific tasks but also lend a hand with the strategy, planning and training needed to get your team up and running with business analytics projects.

Turn Your Finance Team Into Business Analytics Masters - *continued*

5. Launch a pilot program

When you feel your finance team is ready, assign them a small, measurable analytics project. Target a specific data set that they can mine for actionable insights. Keep track of how the project progresses at each stage, so you can identify areas where your team excels or needs more training.

Once your team has completed their pilot project, gradually incorporate increasingly complicated analytics tasks into their roles. This approach will allow them to learn, develop and integrate business analytics into their daily routines without feeling overwhelmed.

Don't risk getting left behind in the race to master business analytics. Take steps to cultivate your finance and accounting team's analytics skills, so they can provide your company with insight and guidance that can help grow your bottom line — and competitive edge — both now and in the future.

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.

###



IMA's Certification for
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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

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
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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,
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



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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 -

- **Transforming the Finance Function with RPA**

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

- **Leading in the Digital Age**

Leadership Academy: March 03, 2020 01:00 PM - 02:30 PM

- **Faculty Friday: Do your students have "the right stuff"? IMA Management Accounting Competencies**

Inside Talk: March 06, 2020 01:00 PM - 02:00 PM

- **Seeing "20/20" in 2020: What the recent ASUs mean for your business**

Inside Talk: March 11, 2020 01:00 PM - 02:00 PM

- **Social Media for the Modern Accountant (presented at 8:00 PM India Standard Time)**

Inside Talk: March 17, 2020 08:00 PM - 09:00 PM

- **Uncovering Insights: Using analytics and benchmarks to improve T&E**

Inside Talk: March 25, 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



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A Publication of the Cleveland East Chapter

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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

https://urldefense.proofpoint.com/v2/url?u=http-3A_www.gleim.com_accounting_cpe&d=DwIFAg&c=-OIE4745p1S5wbqCzaalDNe21NrKk14FraizFYWC6vg&r=hN_Q_lxkNLNqftkxgPhSGw&m=UhKckYuhxF5XPQvtQsX7D6NBeoFCKAA1zp47TKyCvKg&s=8CCIKa6WFILPU8irRZyIPQqmU6TrEOvbJeZ8dC8KTWY&e= .

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