



Cleveland  
East  
Chapter

INSTITUTE OF MANAGEMENT ACCOUNTANTS

Aug 2015



**CONGRATULATIONS  
IMA CLEVELAND EAST  
CHAPTER!**

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

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Board members Sandra Brenner and Carlos Chavez accept the chapter's 1st place award in the Warner Division from IMA Chair

#### 2014-2015 Awards

**1<sup>st</sup> Place  
Chapter Competition**

**Outstanding level of  
service**



**BOARD MEETING - TUESDAY, AUGUST 11, 2015**  
Details on website

**Cleveland East IMA Technical Meeting**

**AUGUST 25 - 6PM**

**ACCOUNTING FOR A BASEBALL FRANCHISE**

**LAKE COUNTY CAPTAINS, EASTLAKE**



**Lake County Captains vs. Dayton Dragons**

**August 25 - 6PM**

**Save the date - 42<sup>nd</sup> Annual M e o n s k e Professional Development  
C o n f e r e n c e at Kent State University Friday, April 29, 2016 and  
Pre-Conference Seminar Thursday, April 28, 2016**



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## 6 PM

Classic Park is a stadium in Eastlake, Ohio, in suburban Cleveland. It is primarily used for baseball, and is the home field of the Lake County Captains minor league baseball team.



Rob Demko

**Rob Demko, Director of Finance**

Rob Demko serves as the Director of Finance. Prior to coming to the Captains, Rob worked with KeyBank, as a Treasury Management Advisor. In this role, Rob consulted his clients on all aspects of working capital management needs. Rob brings his passion for baseball and knowledge of finance to the Captains overseeing all aspects of the finance department. Rob also worked as an assistant clubhouse manager for the Montreal Expos Minor League clubhouse during spring training 2003 in Jupiter, Florida. In addition, Rob is a coach & instructor at Diamond Indoor Sports in Westlake, OH teaching all aspects of the game of baseball.

Rob was born and raised in Cleveland, OH and attended Mount Union College in Alliance, OH, where he earned a degree in Business Administration with a concentration in Finance. He also received his Masters of Business Administration from nearby Baldwin-Wallace College in Berea, OH. While at Mount Union Rob was a four year letter winner and team captain for the baseball team and was named All-OAC his senior season. Rob and his wife Elizabeth reside in North Royalton, OH.

### From West (Cleveland)

- ° Take I-90 East to Rt.2 East
- ° Follow Rt.2 East to the Eastlake Exit - Rt. 91
- ° Turn Left onto Rt. 91 North
- ° Stadium is .2 miles on Right 15 minutes from Downtown

### From East (Ashtabula/Painesville)

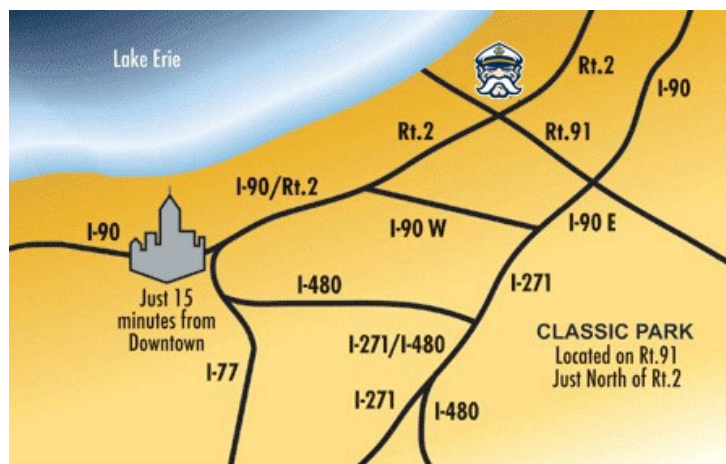
- ° Take Rt.2 West
- ° Exit the Vine Street West Ramp - Rt. 640
- ° Stadium is .4 miles on Left

### From East (Alternate)

- ° Take I-90 West
- ° Exit #189 Willoughby-Willoughby Hills - Rt.91
- ° Turn Right onto Rt. 91 North
- ° Stadium is 3 miles on Right

### From South (Akron/Heights Area)

- ° Take I-271 North (Local Lanes)
- ° I-271 North becomes I-90 East
- ° Follow I-90 East to Exit #189 (Willoughby-Willoughby Hills - Rt. 91)
- ° Turn Right onto Rt. 91 North
- ° Stadium is 3 miles on Right





Now that the monsoon season has ended the board has been back to work to plan a great year of technical events for our current and future members. As we look forward I want to reflect on the past year; the Cleveland East chapter took home the top spot in the Warner Division of the IMA. This is based on membership, CPE hours, CMA parts, and CMA certifications. We couldn't have done it without every one. Below is the acceptance speech for the award that was given at the IMA National Conference dinner that I want to share with everyone:

*"On behalf of the members of the Cleveland East Chapter, I am honored to accept this 1<sup>st</sup> place Chapter award. Without our members, volunteer board members, the support of the Ohio Regional Council, and the support of the IMA the success of our chapter and the attainment of this award would not have been possible.*

*I would like to just take a minute and reflect on some of the high points for our chapter year:*

- *Our annual student night had over 30 students in attendance. Students networked with professionals, learned about the CMA, and played whirly ball.*
- *An 8 hours Controller's Conference that had 50 professionals attend, some travelling more than 2 hours to attend.*
- *A young professionals networking night that had 25 young accounting professionals attend; this gave us a targeted recruitment list. These professionals left with an understanding of the importance of the CMA.*
- *We had more CMA certificates and parts passed than we have in years.*
- *We reached out to sister chapters and other associates to help our members network with other professionals in the area.*
- *And finally, the integration of two former student chapter board members from Hiram College onto our board. The recruitment and development of new board members will insure the continued success of the Cleveland East Chapter and the IMA.*

*Again thank you to our volunteers, the Ohio Regional Council, the IMA, and our members. Cleveland East... this one's for you! Thank you very much!"*

We all accomplished a lot and came out on top; the next challenge is to stay there! Please consider joining our board so that we can continue to serve our members the best we can. We look forward to seeing all of you at technical events in the future.

I hope everyone has a great summer!

"Please send us an email on the items above or anything else to [clevelandeastima@gmail.com](mailto:clevelandeastima@gmail.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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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)



# IMA CLEVELAND EAST CHAPTER 2015-2016 BOARD OF DIRECTORS

| Office                        | Name              | Email                           | Telephone           |
|-------------------------------|-------------------|---------------------------------|---------------------|
| President                     | Brian Fehribach   | bmfehribach@mfcachet.com        | (216) 228-8900 x272 |
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| Director CMA                  | Sandra Brenner    | sandra.brenner@basf.com         | (216) 839-7288      |
| Director Publicity            | Ashley Hinkle     | hinklean@my.hiram.edu           |                     |
| Chair of the Audit            | Vince Pona        | vpona@millrose.com              | (440) 347-1139      |
|                               |                   |                                 |                     |

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 [rcschade@mfcachet.com](mailto:rcschade@mfcachet.com).



The Association of  
Accountants and  
Financial Professionals  
in Business

## IMA GLOBAL CORE VALUES

### 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.



## IMA CLEVELAND EAST CHAPTER Technical Meetings 2015-2016

| Date                      | Time          | Event  |
|---------------------------|---------------|--|
| Tuesday, August 25, 2015  | 6:00 PM       | Accounting for a baseball team - Captains game 7PM at Classic Park, Eastlake |
| September 15, 2015        | 6:00 PM       | Internet Security  |
| October 20, 2015          | 6:00 PM       | Student Night  |
| Friday, November 20, 2015 | 8:00 AM - 5PM | Controllers' Workshop  |
| January 19, 2016          | 6:00 PM       | Economic Update  |
| February 16, 2016         | 6:00 p.m.     | Tax Update   |
| March 15, 2016            | 6:00 p.m.     | TBD  |
| April 19, 2016            | 6:00 p.m.     | Ethics (2 hrs)   |
| May 17, 2016              | 6:00 p.m.     | Financial accounting update  |
|                           |               | 2016 Seminars  |
| Thursday, April 28, 2016  | 8AM - 5PM     | Annual Meonske Conference PreConference Workshop                             |
| Friday, April 29, 2016    | 8AM - 5PM     | Annual Meonske Conference  |

## Cleveland East Chapter Anniversaries



### Years Members

|    |                 |
|----|-----------------|
| 54 | Melvin Polster  |
| 39 | Douglas Yaecker |
| 27 | Ronald DiMattia |
| 27 | Richard Mole    |
| 27 | Gary Sams       |
| 23 | Richard Spencer |
| 10 | Lazar Yakubov   |
| 7  | R. Drew Sellers |
| 3  | Anna Capaldi    |
| 1  | Andrea Taylor   |
| 1  | Gordon Hatfield |





## Reach Your Goals with the help of the CMAPrepCourse

**GLEIM** and Ronald Schmidt have collaborated to bring you the CMAPrepCourse.

### Enjoy

- Gleim CMA Review System - The Trusted Name in CMA Prep for 30+ Years
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- Unlimited access to professors with a proven track record for success
- Instructors provide a positive and supportive learning environment

### Schedule:

Part 1 Begins March 1, 2014  
Part 2 Begins July 5, 2014  
9 Saturdays, 8 am - 12 pm

### Location:

University of Dallas  
Irving, TX campus  
OR  
Online

Visit our website for more information:  
[www.cmaprepcourse.com](http://www.cmaprepcourse.com)



Both parts **\$1,945**/Per part **\$1,045**

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Enroll Now!

To register, contact Professor Ronald Schmidt, CMA, CFM:  
[info@cmaprepcourse.com](mailto:info@cmaprepcourse.com) or 855.PASS.CMA (855.727.7262).

## 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. Classes begin with an orientation on August 2, 2014.

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!**











## YOU CAN USE

### A FEW WORDS FROM GLEIM

Be sure to read this month's CMA study tips news:

#### **"CMA exam: FAQs"**

[www.cleveast.imanet.org/partners/gleim/Aug2015.pdf](http://www.cleveast.imanet.org/partners/gleim/Aug2015.pdf)

#### **Did You Know?**

There is no charge to try either or both parts of the Gleim CMA Review Course

Click here to access the FREE trial today:  
[www.gleim.com/IMChapterNewsletter](http://www.gleim.com/IMChapterNewsletter)

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**GLEIM**

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Be sure to read this month's news from accountemps:

#### **"Stress in the workplace"**

[www.cleveast.imanet.org/partners/accountempsAug2015.pdf](http://www.cleveast.imanet.org/partners/accountempsAug2015.pdf)

Download your 2014 Salary Guide now!



You can also visit our Salary Center to order a free printed copy, review hiring trends or calculate local compensation ranges.



The Association of  
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.





**LEADERSHIP  
TRAINING  
WORKSHOP  
MAY 2015**





# EXPAND your VIEW ACE15

June 20 - 24 | Los Angeles, CA

IMA's Annual Conference & Expo

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

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## *Your career*

I read an article today from Dr. Burt Lohoff-Gaida and began to wonder what type of leader I am in my organization. How am I really being perceived and do I have these talent traits?

According to Dr. Lohoff-Gaida only one in ten managers has the natural talent to be a truly exceptional manager while an additional two of ten have some attributes needed to be good. Unengaged managers, who are in the wrong job, have a very negative effect on the employees they manage and account for 70% of the variance in employee engagement. According to Gallup, the total cost for employee un-engagement in the U.S.A. is a staggering \$319 to \$398 billion per year!

### **The Five Attributes of Truly Talented Managers**

1. **The capacity to motivate:** these managers can motivate themselves and their employees to continually improve and perform at a high level.
2. **Drive to win:** truly talented managers have an in-born desire to win. They have the assertiveness necessary to overcome challenges, adversity and resistance.
3. **They are accountable:** they take responsibility for their own and their team's performance. They strive to make the team successful by delivering on their commitments.
4. **They are relationship builders:** they build strong relationships with their team members and create an engaging work environment. Trust and transparency define the team.
5. **They are decision-makers:** these managers face complex problems daily but have the resourcefulness to come up with powerful solutions. There is no room for politics and biases when it comes to finding the right solution.

I believe if we focus on building some of these traits into our management style we can truly begin to grow in our organization.

As students enter into the workplace they will need to build their skills in these areas to grow. Students and Young Professionals should seek out mentors to help them to develop better skills. Consider finding an IMA mentor and joining the IMA Mentoring Program. There are a number of fantastic IMA members that are able to work with you to build your talents. Sign up for a Mentor Today!

Let's become our best.

Sandy Brenner



# IMA NATIONAL

## IMA Names Benjamin R. Mulling Chair of Global Board of Directors

Jul 14, 2015

### 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 top 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.

**Montvale, N.J. – IMA®** (the Institute of Management Accountants) has announced Benjamin R. Mulling, CMP, CPA, CITP, and CFO of TENTE Casters, Inc. of Hebron, Ky. as Chair of IMA's Global Board of Directors for Fiscal Year 2015-2016.

As Chair, Mulling will continue his role as spokesperson for [The Competency Crisis](#), an IMA initiative which seeks to educate on and help close the skills-gap in management accounting, and elevate awareness of the [CMA® \(Certified Management Accountant\)](#) program, coupled with a number of initiatives highlighting his passion for volunteerism and continuing education.

After joining IMA in 2001, Mulling became a founding member of IMA's inaugural Young Professionals Committee in 2008, later taking the Young Professional of the Year award in 2012. He is a member of IMA's Cincinnati North Chapter and has served on IMA's Global Board of Directors for three terms, including his role as Chair-Elect for Fiscal Year 2014-2015.

"Ben quickly became an asset both to young professionals in our field and here at IMA, highlighted by his leadership experience and passion to serve," said [Jeff Thomson](#), CMA, CAE, IMA president and CEO. "We're excited to work with him and leverage his expertise to further elevate IMA's mission."

Prior to starting his role as CFO of TENTE Casters, Inc., a manufacturer of products for mobility solutions for the institutional and medical markets, Mulling was the company's controller drawing from his prior experience at Richwood Building Products, Inc., ABT, Inc. & Affiliates, and Martin & Associates.

Mulling was preceded as Chair by Joseph A. Vincent, CMA of Stratford, Conn., who now serves as IMA's Chair-Emeritus.

## Student News



**imagine/slc15**  
IMA's Student Leadership Conference

**Save the date**  
November 12-14, 2015

**Disney's Coronado Springs Resort**  
Lake Buena Vista, Florida

## IMA's Student Leadership Conference

Let IMA help you imagine new directions for your career path. Join us in the magical place called Disney to experience inspiring speakers, create new contacts, and connect with industry leaders in a dynamic, friendly environment. Enjoy three days of learning, networking, and fun.

### Registration Rates

|                    | Early Registration Through October 23 | Registration Rates October 24 - On-site |
|--------------------|---------------------------------------|---|
| <b>IMA Student</b> | \$140                                 | \$160                                   |
| <b>Member</b>      | \$175                                 | \$195                                   |
| <b>Nonmember</b>   | \$250                                 | \$270                                   |

For more information, go to:

<http://www.imanet.org/programs-events/student-leadership-conference/home>



# Continuing Professional Education

## GLEIM

### New courses included in the Gleim Online CPE catalog:

- AICPA Code of Professional Conduct
- Corporate: Tax Computations (2014)
- Credits, Alternative Minimum Tax, FICA (2014)
- Critical Issues Between Your Clients and Their Bankers
- Decision Analysis: Operating Leverage, Breakeven, and CVP Analysis
- Decision Making: Marginal Analysis and Product Pricing
- Estates, Trusts, and Wealth Transfer (2014)
- Federal Tax Update (2014)
- Firm's Cost of Capital and Short-Term Financing
- Internal Auditing: Communicating Results
- Internal Auditing: Compliance Auditing and Other Types of Engagements
- Internal Auditing: Nature of Work, Governance, and Compliance
- New Revenue Recognition Standard (Topic 606): Revenue from Contracts with Customers
- Partnerships: Formation and Operation (2014)
- Property Transactions: Basis and Capital Gains & Losses (2014)
- Reporting Income from Debt Cancellation
- Taxes and the Affordable Care Act
- The Insurance Mandates and the Affordable Care Act

View these new courses as well as Gleim's entire listing of over 75 courses including those which cover Accounting, Auditing, Regulatory Ethics, Management, Business Law, and Taxation at <http://www.gleim.com/accounting/cpe>.

Contact Debbie Martin by 02/15/2015 to take advantage of a special offer of up to 40% off the regular price of CPE packages. Please visit <http://www.gleim.com/>

Debbie Martin  
CPE Administrator  
Gleim Publications Inc.

[Debbie.Martin@gleim.com](mailto:Debbie.Martin@gleim.com)  
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Hours Mon-Fri 8am-7pm EDT

# Strategic Technotes

Michael Castelluccio Technology Editor

## SF Technotes

### Smart Tech's Best

**BY** MICHAEL CASTELLUCCIO  
 July 10, 2015



There are all kinds of lists that get tabulated for publication each year—the richest people in the world, the top colleges, the best places to retire, the 100 books you should read before you die. These are all very interesting, but often they beg the question, “Who’s making up these lists, and why should I believe them?” Not so with The 50 Smartest Companies published each year in Cambridge, Mass. That list is compiled by the editors of the *MIT Technology Review*, and many of the names that appear are linked directly to articles or columns about the company. Each year, in its business issue, the *MIT Technology Review* ranks the 50 smartest companies in the world primarily based on what the editors deem are “innovations with impact.”

## ON PAPER AND WITHIN PIXELS

The list of the 50 smartest is available in the July/August issue of the *MIT Technology Review*, in a convenient fold-out, two-page spread that you can tear out and present to your broker if you’d like to question him or her about the companies and perhaps why they haven’t told you about the public ones listed there.

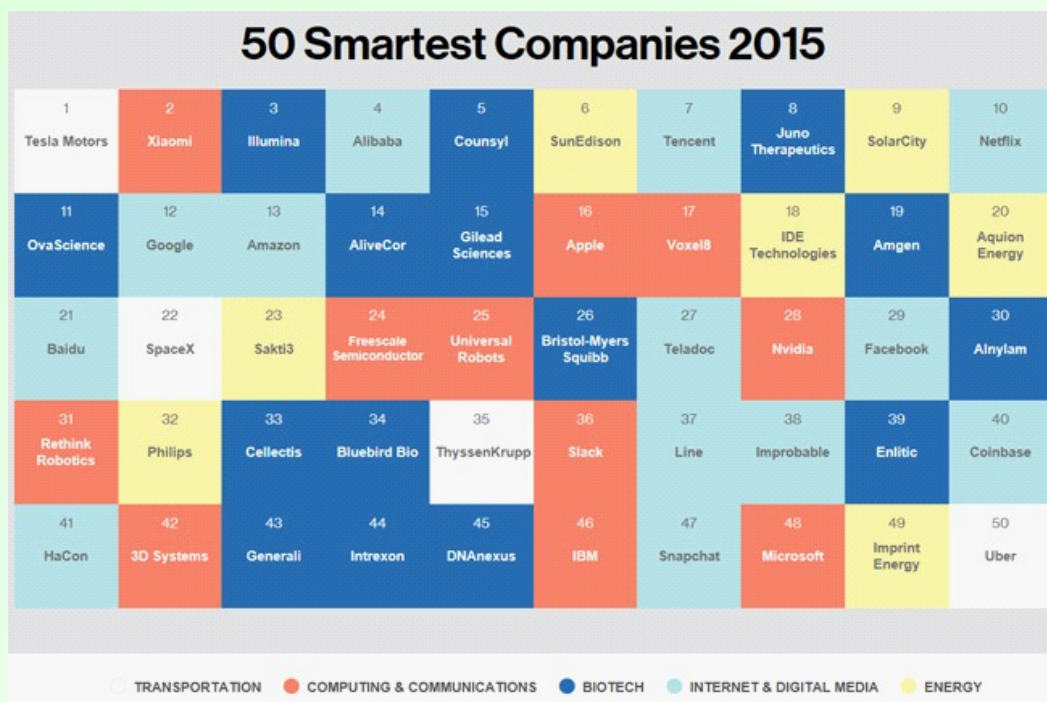
Much more convenient than the paper fold-out is the online chart that includes links to additional information about each company.

([www.technologyreview.com/lists/companies/2015/](http://www.technologyreview.com/lists/companies/2015/)) They are arranged in five general categories—transportation, computing and communication, biotech, Internet and digital media, and energy—and with the color-coding of each group, you can, at a glance, assess the predominant areas for new development.

# Strategic Technotes

Michael Castelluccio Technology Editor

Right away, it's apparent that market capitalization and brand aren't controlling benchmarks in this hierarchy. IBM and Microsoft appear near the bottom of the list. Actually, Microsoft didn't even make the 2014 list. It's back on this year because the company's HoloLens augmented-reality technology seems to indicate, along with some other signs, a shift to a new enthusiasm for experimentation. Near the top of the list this year are far less recognizable names like Counsyl (No. 5), Illumina (No. 3), and Tencent (No. 7). Here it isn't who you are, it's what you are doing—right now. Innovations like conductive ink for printing electronics and a massive genetic database in Iceland to assist in the development of new drugs will earn you a place, not stockpiled billions in past earnings. With the links on the page, you can look back to previous years, where you will see that this is an annual that blooms very differently every year.



Click the table above to go to MIT's interactive chart.

Current trends are plotted in the different category colors. Biotech owns the most tiles (15) this year with Internet and digital media close behind (13). Not surprising, computing and communications follows next with (11), and then there's a steep drop off to energy (7) and transportation (4), rolling along on the bottom level.

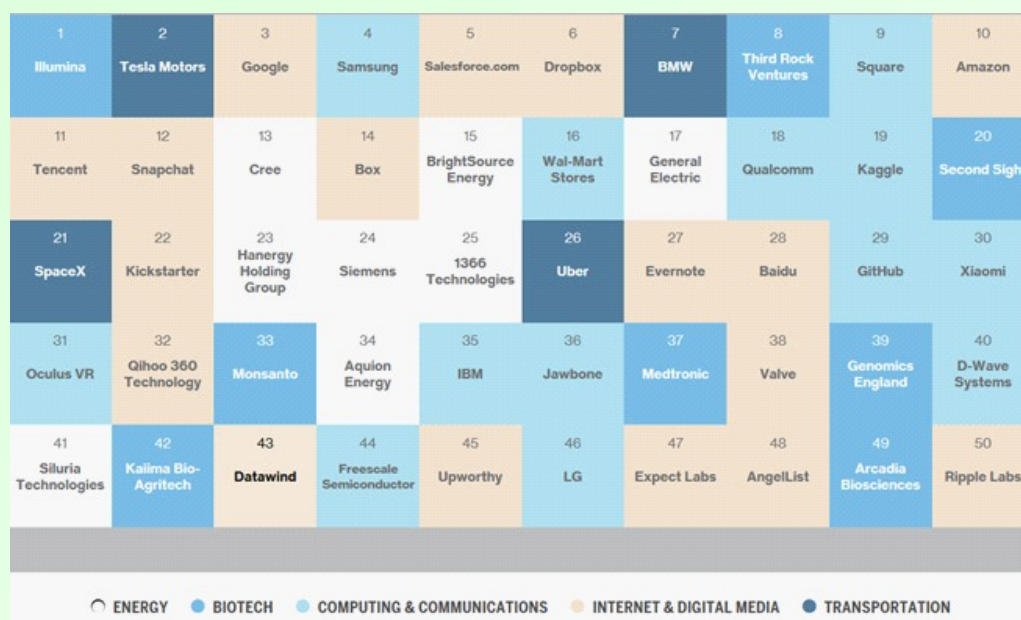
What you don't see with this year's chart alone are the longer trends. For instance, last year's table has Internet and digital media at the top (17), computing and communications second (13), and biotech was next to last with only seven companies tacked up on the board. So in one year, biotech almost doubled its footprint on MIT's view of the technology landscape, going from seven to 15 companies.



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As you look closer at the biotech newcomers, first-time listed Alnylam is interesting. Working in RNA interference, the gene therapy offerings from the company include six drugs that have entered testing stages for diseases like hemophilia. The leap to the third level on this table in its first appearance isn't surprising when you look at another indicator, the stock profile for the Cambridge, Mass., research company. A share of ALNY at this time last year was about \$66. Today, it opened at \$116. The table below is from last year, and it shows the sparse, mostly second-tier biotech presence.



## 2014 List of 50 Smartest Companies

Another curious category in the 2015 chart is transportation. It still has only four slots, as it did last year, but one of those is number one: Tesla. SpaceX is a rocket company, and ThyssenKrupp earned its spot because it “reinvented the elevator with magnetic levitation technology, resulting in a system that can transport more people and move horizontally.” In the first place with Tesla and the last with Uber, transportation accounts for only 8% of all the companies selected. What sort of share do you think that category might have had in the past, 20 or 30 years ago?

There are a number of familiar names here, but it's worth clicking through to see why the *Mit Technology Review* editors included the established giants like Facebook, Google, Amazon, Apple, Netflix, Philips, IBM, Alibaba, and others that are already assumed to be innovators. In fact, this whole list is worth a leisurely peruse if you'd like to get an idea of how the future winds are blowing—at least for now. And if the past is prelude, you can expect a very different arrangement in next year's list.

*Michael Castelluccio*

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