



Cleveland
East
Chapter

INSTITUTE OF MANAGEMENT ACCOUNTANTS

FEB 2016

**CONGRATULATIONS
IMA CLEVELAND EAST
CHAPTER!**



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

**1st Place
Chapter Competition**

**Outstanding level of
service**



BOARD MEETING - TUESDAY, JAN 12, 2016 Details on website

**Upcoming
Technical Meeting
ECONOMIC OUTLOOK
2016**

**PRESENTED BY
OWEN F. HUMPAGE
FEDERAL RESERVE
BANK**

**February technical meeting
Tuesday, Feb 16 - 1 CPE
Tax Update**

**March technical meeting
Tuesday, Mar 15 - 1 CPE
Leadership**

**Speaker: Ben Mulling, CMA, CPA,
CITP**

**2015 - 2016 Chair - IMA Global Board
of Directors**

Walking on Sunshine

By Michael Castelluccio
January 27, 2016

Have you ever wondered whether it would be possible to capture the kinetic energy generated on a crowded dance floor or from the back-and-forth flow on a soccer field? Well, it's been done, and more than once on the field. A London-based technology firm called Pavegen has built two public soccer fields, also known as football pitches, in Rio de Janeiro, Brazil, and Lagos, Nigeria, where the charging footsteps of the players generates electricity for the stadium lights.

**Save the date - 42nd Annual M e o n s k e Professional Development
Conference at Kent State University
Friday, April 29, 2016 and
Pre-Conference Seminar Thursday, April 28, 2016**



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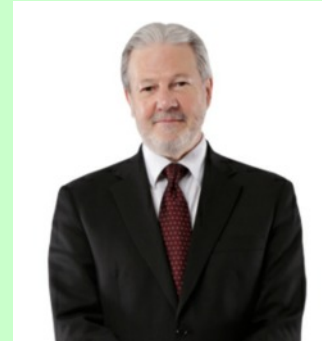
January Technical Meeting

Economic Update

Speaker:

Owen F. Humpage

Senior Economic Advisor



Owen F. Humpage is a senior economic advisor specializing in international economics in the Research Department of the Federal Reserve Bank of Cleveland. His research focuses on the international aspects of central bank policies and has appeared in the *International Journal of Central Banking*, the *International Journal of Finance and Economics*, and the *Journal of Money, Credit, and Banking*. Recently, Dr. Humpage co-authored a history of US foreign exchange operations.

Dr. Humpage joined the Bank as an economic analyst in 1973. He was promoted to economist in 1978 and to his present position in 2006. Dr. Humpage has taught at Case Western Reserve University, Oberlin College, Cleveland State University, and Baldwin-Wallace University.

A native Clevelander, Dr. Humpage received a bachelor's degree in economics from the University of Dayton, an MA in economics from Miami University, Oxford, Ohio, and a PhD in economics from Case Western Reserve University in Cleveland.

Hilton Garden Inn
700 Beta Drive
Mayfield Heights, OH
(I-271 Wilson Mills Exit)

Cost of Meeting (2 CPE) & Dinner for

Members and Non-Members \$25

Students \$10

Dinner Buffet

Dinner Salad

Rolls & Butter

Chefs Choice, Two Entree Buffet

**(Chef to determine menu, changing monthly,
options will include Pasta and Beef or Chicken)**

**2 Sides (1 Vegetable & 1 Starch) Complimenting
Main Entree Options**

Chef's Choice Dessert





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PRESIDENT'S MESSAGE

It has been a wonderful "winter" so far; El Niño can come back next year too! I hope everyone's year end went well (if you are on a calendar year). Before we know it there will be meetings to discuss budgets and 2016 year end.

Thank you to all the members that came out to the income tax update January 19th. I apologize that I couldn't make it due to travelling. All reports were that Angel Rice from Cohen and Company gave a wonderful presentation.

Please join us for our Economic Update technical meeting February 16th. I am sure there will be a ton of questions for our Fed speaker, Owen Humpage. With the stock market getting off to the worst two week start in its history I am sure many people are concerned (I know I am!). Please register as soon as possible as this is one of our most popular meetings.

Please mark your calendar for our March 15th special event technical meeting. Ben Mulling, Chair Elect for this IMA year, will be presenting on the skills needed to be a CFO. He will also go over his personal story and how he became CFO of Tente Casters at the age of 28. This event will be a Northeast Ohio event with members from Cleveland, Cleveland East, Akron, and Cantons chapters invited. The event will be held at the Rocksino. Registration will be open shortly. Make sure you register to insure your spot!



SPONSORS

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

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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

ANNUAL CONFERENCE



**JOIN US FOR THE 2016
IMA'S ANNUAL
CONFERENCE & EXPO IN
LAS VEGAS, NEV.!**

**REGISTER BY MARCH 31 AND RECEIVE SPECIAL
EARLY BIRD RATES, UP TO \$305 IN SAVINGS.**

Last month's technical meeting



Angel Rice, CPA, MT, MAcc
discussed federal, state and
sales tax updates.





2015-2016 BOARD OF DIRECTORS

Office	Name	Email	Telephone
President	Brian Fehribach	bmfehribach@mfcachet.com	(216) 228-8900 x272
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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.



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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.



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2015 - 2016 TECHNICAL MEETINGS

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EVENTS

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.	Ben Mulling, Chairman 2015 - 2016 IMA global board of directors
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

35 A Drake
28 M Merriman
27 Rob Stanziale
26 William Florian
43 David Jaffe
34 Gregory Jonas
34 Charles Maimbourg
23 Jeffrey Ritter
8 Patrick Barrett
7 Meng Jun Yu
6 Marc Ursick
1 Mark Colarossi
1 William Wolf

CONGRATULATIONS



More CMA Medal Winners Pass With Gleim

How far can you go with Gleim? All the way to the top! The Gleim CMA Review System sets candidates up to excel on the CMA Exam and pass quickly. Our world-class materials enable CMA Exam candidates to efficiently secure a solid grasp of the topics tested so that they are able to pass both parts of the exam in one testing window -- setting them up to achieve Gold status!

Nicolas Lehmann of Switzerland got a great boost in his accounting career when he **used Gleim to win the [ICMA Gold Medal](#) for the highest exam score.**

“In the CMA exam window September/October 2014, I achieved the highest score out of all test takers. The foundations of this result were a thorough understanding of the topics as well as practice in tackling the multiple-choice questions. In both areas, Gleim products were perfectly useful to me.

“With the books, I got general information about the exam as well as specific exam-taking strategies. Furthermore, **the content was easy to learn given the well-outlined units** with definitions, explanations, sample questions, and sample essays. The books helped me to get a complete grasp of the CMA curriculum.

“To get practice when it comes to solving multiple-choice questions, I used the Gleim CMA Test Prep. The Test Prep emulates the Prometric testing environment very well. This helped me to feel comfortable during the two exams. Additionally, the Gleim Test Prep is packed with an enormous amount of questions about every subject. And with the performance analyses, it showed me in which subjects I was performing well and where some additional effort was needed.

“Overall, I was very happy to use the Gleim materials during my preparation for the CMA exam, and I believe they were key to my excellent result. **I can highly recommend the Gleim products** to every person who is preparing for the CMA exam.”

Join Nicolas and the many others who have claimed CMA gold with Gleim. Get [unlimited access to an entire Study Unit](#) of our CMA Course for free today.

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 Gainesville, FL 32606
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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 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.



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

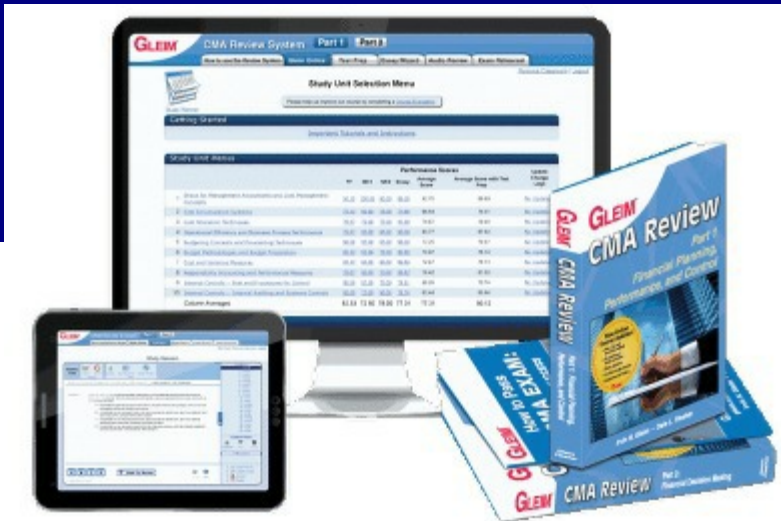
Prove your ability to become a strategic business partner, while you also enhance your self-confidence, your sense of accomplishment, and your resume.

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 is pleased to announce many new exciting updates to the Gleim CMA Review course. The CMA Gleim Online course has been expanded with more multiple-choice questions, essays, and updates to the digital book. For the first time ever, Gleim has included supplemental videos in the online course, which feature Dr. Passard Dean, CMA.

[Save 15% on the newly updated Gleim CMA Review System.](#)

Over 150 new multiple-choice questions are now available in Gleim CMA Review, which includes the largest test bank in the industry. There are now over 3,100 ICMA-released and expertly authored questions in Gleim Test Prep. CMA candidates will also notice new functionality within Test Prep. While working in Gleim Study Sessions within Test Prep, candidates can now open and reference the digital book while answering questions. This functionality is particularly useful if candidates are frequently missing questions or need more clarification on certain topics.

The Gleim CMA Review System also now features 20% more essays. CMA candidates can practice answering exam-emulating essays in the Gleim Online Course and in the Gleim Essay Wizard.

Supplemental videos, featuring Dr. Passard Dean, CMA and Professor of Accounting at St. Leo University, will be available in the Gleim Online course starting in early April. These videos feature detailed walk-throughs of the multiple-choice questions that candidates find to be the most difficult. [Click here](#) to see a sample of the type of videos that will be added to the Gleim Online course.

Updates have been made to the Gleim CMA Review digital book to include improvements based on candidate feedback as well as more elaboration on key topics. The Gleim materials are written by professional educators, Dr. Gleim and Dr. Flesher, who have over six decades of combined teaching experience. Dr. Gleim was recently recognized by the Fisher School of Accounting at the University of Florida, a top ten accounting school, for his “renowned accounting [materials] that to this day are the field's authoritative learning resource.”

[Click here](#) to learn more about Gleim CMA Review's newly updated materials and save 15% now, or you can [try the course for free here](#).

We look forward to helping you pass the CMA Exam.

Team Gleim

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accountingteam@gleim.com

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YOU CAN USE



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

"IMA Questions that can help Job Seekers"

www.cleveast.imanet.org/partners/accountempsFeb2016.pdf

Download your 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
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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.



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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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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March Meeting:



The Association of
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Northeast Ohio—Regional IMA Meeting

Please save the date for March 15, 2016 as we are excited to announce that **Ben Mulling, IMA Chair Elect**, will be doing a presentation on the “Fast Track to CFO”. This will go through his personal story (which includes him becoming CFO at the age of 28) and suggestions for what today's CFO needs in terms of skills.

Meeting Location—Rocksino—Northfield Park

Cost \$25 6PM—Networking 6:30 Dinner—Followed by meeting

“Fast Track to CFO”



Speaker: Benjamin R. Mulling, CMA, CPA, CITP is Chair of IMA's Global Directors for the 2015-2016 fiscal year. He also serves as chair of IMA's Governance Committee.

Mr. Mulling is Chief Financial Officer of TENTE Casters, Inc., of Hebron, Ky., a multinational manufacturer of mobility solutions to the institutional and medical markets. He assumed this position in 2008 at age 28. Prior to this position, he was the company's controller.

Mr. Mulling has a long history of leadership with IMA, beginning with his service on IMA's inaugural Young Professionals Committee in 2008. Since then, he has served three terms on IMA's Global Board of Directors, on IMA's Planning and Development Committee, and as chair of the Performance Oversight and Audit Committee. In addition, he supports the profession as an adjunct instructor of management accounting at Indiana Wesleyan University and Xavier University, and he helped establish an on-site CMA review course at Xavier University.

We feel this is a great topic for all, including students and young professionals. All Northeast Chapters of the IMA are encouraged to attend this technical event. For meeting reservations <http://www.cleveast.imanet.org/events.html>



March Speaker:



IMA Chair Ben Mulling Named CFO of the Year



The Association of
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IMA® (Institute of Management Accountants) is proud to announce that Ben Mulling, CMA, CPA, CITP, IMA Chair and Chief Financial Officer (CFO) of TENTE Casters Inc., was recently named the C-Suite CFO of the Year by the *Cincinnati Business Courier*.

The CFO of the Year program is an extension of the *Courier 250*, a publication detailing the 250 biggest and best companies in the Tri-State. This publication includes the region's 150 largest private companies, all public companies in Cincinnati, Ohio, and 25 of the largest nonprofit organizations and the region's largest employers.

Mulling was among 20 other financial professional finalists at the eighth annual CFO of the Year Awards reception, being recognized for outstanding performance in their roles. His advice for an aspiring executive: “Never stop learning and enjoy working with different types of people in your company. It’s important that you push yourself in all areas, which include technical skills like certifications and degrees and nontechnical skills like leadership and communication skills.”

Jeff Thomson, CMA, CAE, IMA president and CEO, said, “Ben’s commitment to family, self, and business, probably in that order, is what makes Ben who he is. He has been involved and engaged with the management accounting and finance profession from an early age, and his success can be attributed to his technological savvy, his comfort with change, and ability to empower others.”

Mulling is the CFO of TENTE Casters, Inc., of Hebron, Ky., a multinational manufacturer of mobility solutions to the institutional and medical markets. He assumed this position in 2008 at age 28. Prior to this position, he was the company’s controller.

On the volunteer side, Mulling is the Chair of IMA’s Global Directors for the 2015-2016 fiscal year. He also serves as chair of IMA’s Governance Committee. He has had a long history of leadership with IMA, beginning with his service on IMA’s inaugural Young Professionals Committee in 2008. Since then, he has served three terms on IMA’s Global Board of Directors, on IMA’s Planning and Development Committee, and as chair of the Performance Oversight and Audit Committee. In addition, he supports the profession as an adjunct instructor of management accounting at Indiana Wesleyan University and Xavier University and helped establish an onsite CMA® (Certified Management Accountant) review course at Xavier University.

Mulling received his undergraduate degree in accounting from Northern Kentucky University and his MBA from Liberty University.

He resides with his wife, Anna, and children Ethan, Ella, and Evan in Hebron, Ky.

Continuing Professional Education



New courses included in the Gleim Online CPE

- Accounting for Investments
- Accounting for Property, Plant, and Equipment
- Adjustments to Income Tax Liability: Credits, Alternative Minimum Tax, FICA (2015)
- Audit Evidence: Applications
- Calculating Tax Liability for C Corporations (2015)
- Choosing the Best Entity for a New Business
- Compilation of Financial Statements -- Clarified Standards
- Corporate: S Corporation Formation and Operation (2015)
- Corporate: Taxable Income (2015)
- Cost Accumulation Systems -- Traditional
- Estates, Trusts, and Wealth Transfer (2015)
- Ethics for Tax Practitioners
- Financial Statements: Disclosures
- Fraud and the Sarbanes-Oxley Act
- High-Income Employees: Highly Compensated Employees Hot Spots
- Hot Topics for Landlords: Residential Property Investors (2015)
- Individual: Above-the-Line Deductions and Losses (2015)
- Individual: Accounting Methods, Filing Status, and Personal Exemptions (2015)
- Individual: Business Expenses/Losses (2015)
- Individual: Exclusions from GI (2015)
- Individual: Gross Income (2015)
- Internal Control: Basic Concepts for the External Auditor
- Introduction to Financial Statement Analysis
- Leases
- Limited Liability Companies
- Payroll (2015)
- Reporting Income from Debt Cancellation
- Review of Financial Statements -- Clarified Statements
- Saving Your Clients Money and Getting Repeat Business: Tax Planning (2015)
- Schedule C Hot Spots: Sole Proprietors (2015)
- Self-Employed Payroll Hot Spots: S Corporation and LLC Compensation (2015)
- Staying Current with Tax Laws: Federal Tax Update (2015)
- Tax Procedures (2015)
- Valuing Inventory to Avoid Poor Pricing Decisions
- What You Need to Know about Tangible Property Changes: Final Tangible Property Regulations (2015)

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 <http://www.gleim.com/accounting/cpe>.

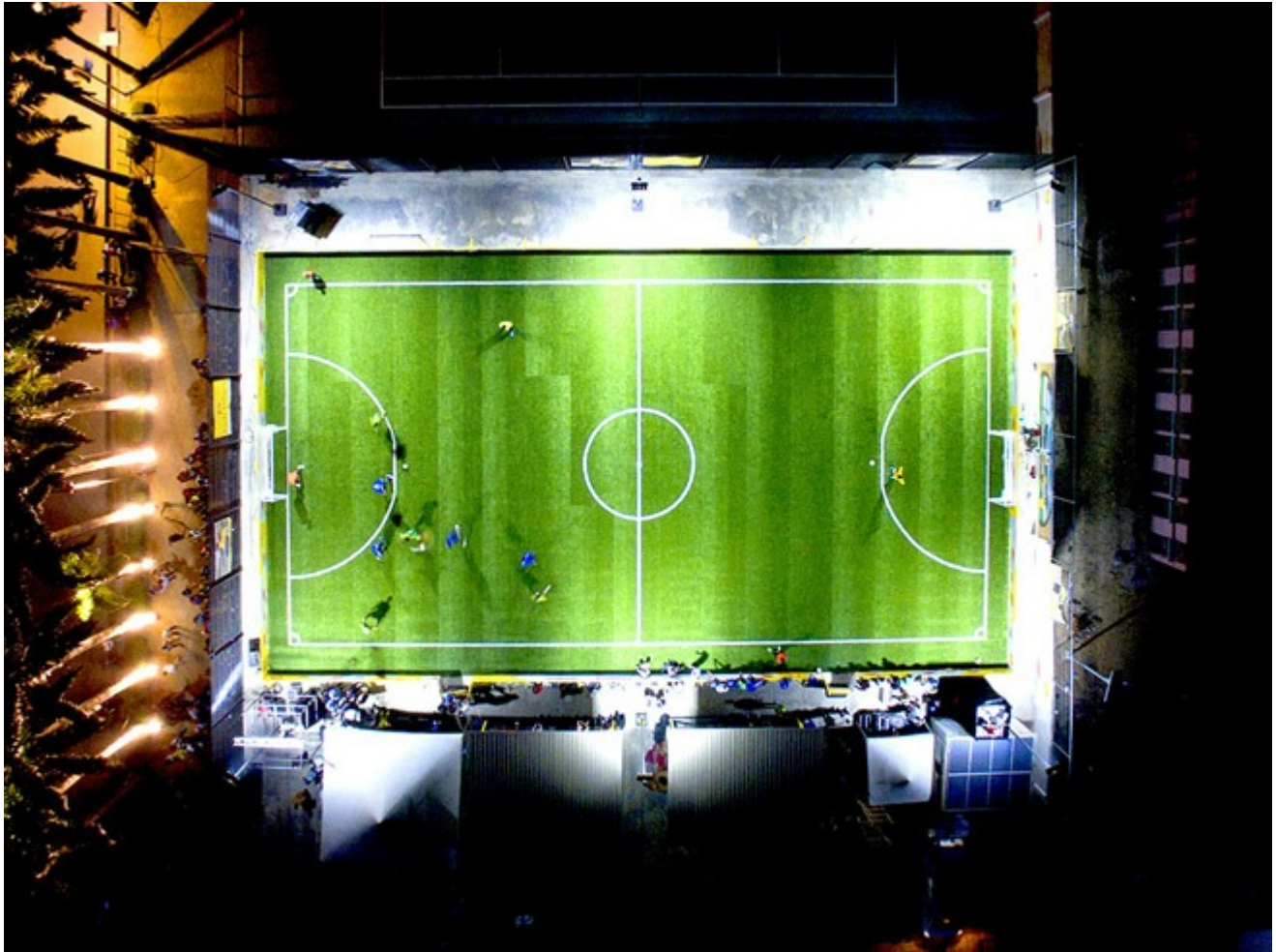
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Strategic Technotes

Michael Castelluccio Technology Editor



The Lago Stadium. All photos courtesy of Pavegen.com.

SOLAR, WIND, TIDES, AND SNEAKERS

Of the different classes of renewable energy, the two major sources are solar and wind, which rely on forces that ultimately are beyond our control. To turn the meter, you need daylight or movement in the air above us. Otherwise, you need patience to wait out the night or the calm.

Another class of renewable energy, kinetic, can be a little more constant. Tidal current turbines capture the force of ocean tides and currents with propellers that look like wind turbines, only they're much smaller and under water. Because tides go in and out, these devices are less subject to intermittency and are designed to capture the more powerful flows of water, which is 800 times as dense as air.

And now a newer type of kinetic renewable energy is being captured from foot traffic, and it's installable anywhere that walkers, runners, or dancers tread. Produced by [Pavegen Systems](http://Pavegen.com), the sturdy paving slabs register your footfall and convert it to electricity.

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Pavegen Tiles

There are a variety of styles for different applications, from floors in school hallways to synthetic turf athletic fields, but the typical tile is made of recycled polymers with a top surface made of recycled truck tires. When you step on a tile, it will depress about 5mm or 0.2 in. The company is purposely vague about how that movement is converted to electricity, but they say it involves the piezoelectric effect, which is the electrical charge generated when certain solids, like ceramics, are compressed. Pavegen is more specific about the result, claiming each step will generate up to 7 watts at 12 volts DC, enough to power an LED street lamp for 30 seconds. The tiles also are able to store the generated energy for up to three days in on-board batteries.

The inventor of this technology, Laurence Kemball-Cook, came up with the idea in his senior year studying industrial design at Loughborough University in Leicestershire, England. Currently the CEO of Pavegen, Kemball-Cook began the company with an initial investment of \$75.

The potential for this type of renewable kinetic energy seems almost limitless. Even though each tile collects small charges, the accumulated effect is staggering. Kemball-Cook often reminds audiences and clients that the average person takes 150 million steps in a lifetime. Multiply that by 7.13 billion people (2013 estimate), and you have a nice beginning point to justify considering large-scale installations. The cost, by the way, has come down significantly, according to Pavegen, with a single tile today costing about 20% more than conventional flooring.

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INSTALLATIONS

One of the more interesting sides of the Pavegen story is the installations the company has scattered around the world. It calls them “case studies,” but most installations are public relations events that attract a lot of attention. They are live demonstrations of the principles of applied physics, but they are immersive. A feedback element is usually present in the form of a display that registers your footsteps, crediting your contribution as a renewable source with a flash or a read-out. Here are some of the more notable examples.

At the April, 2013, Paris Marathon, Pavegen installed 176 tiles over the last 25 meters of the course. As the runners pounded across the finish line, they generated enough electrical energy to power a five-watt LED light for 40 days.



2013 Paris Marathon

A year later, Pavegen installed 14 tiles outside a busy train station in Saint Omer, France. About 5,000 commuters each day provided the energy needed to power LED lighting and USB charging ports beneath the benches near the tiles. The 14 tiles were expected to reduce the energy requirements for outdoor lighting by 30%.

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Saint Omer Train Station, March 2014

Other high-traffic areas have been also selected, with the West Ham Tube station installation harvesting the footsteps of 3.7 million people entering Olympic Park during the 2012 London Olympics. At Heathrow, 51 tiles were installed in a corridor of one of the busiest terminals at the airport—Terminal 3 received 18.4 million passengers and commuters in 2012.

One of the more innovative installations won the Best Conceptual Project Award at the London Planning Awards. The project involves restoring unused London underground tunnels with “sustainable bicycle routes powered using Pavegen technology.”



The London Underline

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Probably the most spectacular installations are the two soccer fields. The first, and larger of the two, is in the Morro da Mineira section of Rio de Janeiro. Working with Shell LiveWIRE, Pavegen installed 200 tiles on a local soccer field in the working class neighborhood. The tiles work alongside solar panels to provide the energy to power the lights for up to 10 hours on a full charge. Pavegen calls it “the world’s first ever people-powered football pitch.” For its opening, the legendary Pelé was in attendance.



Rio de Janeiro Installation, September 10, 2014

The Lagos soccer field installation is smaller, consisting of 100 tiles beneath the synthetic turf. But like the Rio field, it stands out at night. Laurence Kembell-Cook describes the project:

“I returned from Lagos, Nigeria, working with the local community to power a soccer field at the Federal College of Education. 100 tiles beneath the pitch surface harnesses the energy from players to light surrounding floodlights. Africa has huge issues around access to energy; currently, the whole area is pitch black at night, and the college runs entirely off diesel generators. The project shows how much the energy mix of the future will combine kinetic and solar power to improve communities.”

Michael Castelluccio has been the Technology Editor for *Strategic Finance* for 20 years. His SF TECHNOTES blog is in its 18th year.

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