



Cleveland
East
Chapter

INSTITUTE OF MANAGEMENT ACCOUNTANTS

APR 2016

**CONGRATULATIONS
IMA CLEVELAND EAST
CHAPTER!**

www.cleveast.imanet.org

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2014-2015 Awards

**1st Place
Chapter Competition**
**Outstanding level of
service**



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



**BOARD MEETING
TUESDAY, APR 12, 2016**
Details on website

April 19 Technical meeting

Speaker:

**Frank Suponic, CPA,
CFE, CFF**

Partner, Skoda Minotti



"It's a Crime"



42st Annual

**Meonske Professional
Development
Conference**

at Kent State University

Friday, April 29, 2016 &

Pre-Conference Seminar

Thursday, April 28, 2016

May 17 Technical meeting

Financial Accounting Update



STOP! GET READY FOR A COPILOT

In just six years, virtually all the new cars on U.S. car lots will come with Autonomous Emergency Braking (AEB) systems installed. These systems use sensors to "warn the driver and apply the brakes if the driver does not take sufficient action quickly." The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) announced: "Today, [we have] an historic commitment by 20 automakers representing more than 99% of the U.S. auto market to make automatic emergency braking a standard feature on virtually all new cars no later than Sept. 1, 2022."



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April Technical Meeting

Skoda Minotti Litigation Services Partner

Frank A. Suponcic, CPA, CFE, CFF

Proudly Presents

April 19, 2016



Don't think you can be the victim of identity theft? *Think Again!*

Identity theft is the fastest growing white-collar crime in the United States. The Federal Trade Commission has estimated that 10's of millions of consumers were victims of the exploding crime of identity theft last year costing the United States economy billions of dollars. Others state that "every few seconds a person's identity is stolen." Occurrences of such incidents are increasing at alarming rates nationally as well as here in greater Cleveland.

What would your life be like if someone stole your identity? Your admirable credit score and tranquil life, turned financially and emotionally upside down. Imagine people not believing who you say you are. What would your life be like if you could not access your money? How about someone filing for bankruptcy on your behalf or worse - committing street crimes in your name? Imagine losing your driver's license because your "twin" just received a new state identification card. Or finding out that someone has already filed your income taxes? Identity theft can be nightmare!



Frank Suponcic, CPA, CFE, CFF and a Litigation Advisory Services Partner at Skoda Minotti in Mayfield Village will provide insight into how government, public records, privately held businesses and the Internet are major contributing factors in the global explosion of identity theft. He will share with attendees how identity thieves work, where they get their information, and share with those present practical steps attendees to minimize the likelihood of ever becoming a victim of this increasing financial crime. He will discuss identity theft prevention suggestions that can be implemented at your businesses and shared with your clients. His presentation will conclude with a review of the steps that you need to consider if you learn that you have become a victim of identity theft.

Frank is considered by many to be one of the most versed speakers on the issue of identity theft in Greater Cleveland and has addressed numerous local organizations, private businesses and the Ohio Society of Certified Public Accountants. As a former elected county official, he has testified before both the Ohio House of Representatives and Ohio Senate on proposed legislation pertaining to identity theft.

April Technical Meeting



Speaker : Frank A. Suponcic, CPA, CFE, CFF

Frank Suponcic manages Skoda Minotti's forensic accounting engagements, concentrating in fraud and embezzlement. Frank, who has investigated and managed multi-million dollar forensic engagements, helps businesses investigate payroll, cash receipts, billing, cash disbursements and expense reimbursement schemes. He regularly assists clients in evaluating their internal controls to help minimize their likelihood of becoming a victim of a financial crime. Frank has written several articles on fraud, forensic accounting, and identity theft and is a frequent speaker throughout Ohio on these subjects.

Frank assists clients with litigation support cases involving divorce, economic damages, commercial disputes, and labor relations. He also works with clients on strategic business consulting, management and financial and tax planning.

MEETING LOCATION

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

Fountain Soda, Iced Tea, Water and Coffee

Cash bar adjacent to the meeting room

Frank A. Suponcic, CPA, CFE, CFF
Partner

Skoda Minotti | www.skodaminotti.com/vlas
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Cleveland | Akron | Tampa





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Insiders
Monthly Access
A Publication of the Cleveland East Chapter

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PRESIDENT'S MESSAGE

I hope everyone had a wonderful Easter and has adjusted to the daylight savings; I think the circles under my eyes have finally dissipated. It seems like the year just started but the first quarter has already come to a close! What are you going to do to make a difference in your career or someone else's? Consider joining the Cleveland East IMA board to meet great people and help them reach their education goals or at least come to a technical meeting for an hour.

I want to give a big shout out to Ben Mulling and the close to 50 students and members from Cleveland East, Cleveland, Akron, and Canton that came to our March 15th technical event. The turnover was great and the venue was fantastic. Ben Mulling gave a wonder presentation on how to get to the C Suite. I am proud of the Northeast Ohio Chapters and members for helping to support this event that saw people meet people they might not have before. I also want to thank the Ohio Regional Council for supporting us financially so that we may have such a nice venue and keep the cost the same as all of our previous technical meetings.

Please join us April 19th for our ethics technical meeting. Also mark your calendars for May 17th for our financial accounting update. May will be our last technical meeting for the 2015-2016 board year so now would be a great time to join our board and help us plan our 2016-2017 year.

Best of luck to all!

Please register at:

<http://cleveast.imanet.org/technicalmeetingregistration.html>.



SPONSORS

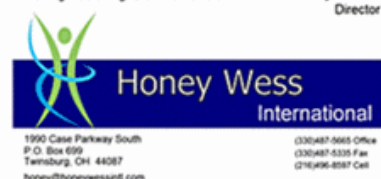
We would like to thank the following organizations for their support in sponsoring the IMA Cleveland East Chapter.

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.



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Member of the Institute of Management Accountants

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Email: cmchavezassoc@aol.com

www.chavez-associates.com

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

COSO Internal Control Certificate Workshop

**THE GOLD STANDARD
OF INTERNAL CONTROL
JUST GOT BETTER.**



Last Chance to Register!
Learn from the Experts on
Internal Controls

**COSO Internal Control
Certificate Workshop coming
to IMA, April 18-20,
Montvale, N.J.**

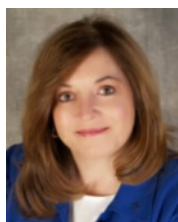
Evolving technologies,
globalization, and changing
business models have increased
the need for greater focus on

the challenges of designing and implementing effective internal controls that adapt to these changing conditions. This course offers a unique opportunity to develop an expertise in designing, implementing, and conducting an effective internal control system through self-paced learning and live classroom training.

This 25.5 CPE credit program takes you through the COSO (Committee of Sponsoring Organizations of the Treadway Commission) *Internal Control—Integrated Framework* using real-world scenarios, allowing participants to:

- Understand the principles-based approach
- Identify and analyze risks
- Develop confidence in the internal control system
- Learn from experts and share experiences with

You will learn from these experts:



Sandra Richtermeyer, Ph.D., CMA, CPA
Former IMA Chair
COSO Board Member
Associate Dean
Xavier University, Williams College of
Business



Paul L. Walker, Ph.D., CPA
James J. Schiro /
Zurich Chair in Enterprise Risk Management
Executive Director
Center for Excellence in ERM
St. John's University



Jeffrey Thomson, CMA, CAE
IMA President and CEO
Former COSO Board Member

Upon completion of the self-study pre-work and live training, you'll be eligible to sit for a qualifying exam and earn your professional COSO certificate.

MEONSKE CONFERENCE AT KSU



Ohio
Regional
Council

**The Ohio Regional Council IMA is proud to celebrate the
42nd Anniversary of the Meonske Professional Development Conference
at
Kent State University**

Thursday, April 28 and Friday, April 29, 2016

and

**recognize the meritorious service and contributions
of**

Dennis R. Beresford

Distinguished Service, Lifetime-Achievement Award



SAVE THE DATES

**42nd Annual Meonske Professional Development Conference
Institute of Management Accountants, Ohio Council at Kent State University**

MEONSKE CONFERENCE

Friday, April 29, 2016

Meonske Conference

“Financial Reporting Panel”

Moderator:

Dennis R. Beresford, Executive in Residence, J.M. Tull School of Accounting, University of Georgia; and, former Chairman, Financial Accounting Standards Board

Panelists:

Brian Croteau, Deputy Chief Accountant, SEC’s Office of the Chief Accountant;

Wayne E. Carnall, Partner, National Professional Services Group, PricewaterhouseCoopers;

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

Alison Spivey, Partner, Professional Practice – National Accounting, Ernst & Young LLP

Keynote Address at Lunch

“Innovation: One Hit Wonder or Competitive Differentiator”

Jeffrey C. Thomson, President and CEO of the Institute of Management Accountants **Afternoon Program**

“Revised ERM Framework—It’s Here”

Robert B. Hirth, Jr., Chair, COSO and Senior Managing Director, Protiviti

Frank Martens, Director, Risk Assurance, PricewaterhouseCoopers

“The Cyber Financial Threat: Law Enforcement Perspective”

“Sustainability Accounting for Investors”

Bryan P. Smith, Supervisory Special Agent, Federal Bureau of Investigation

Robert H. Herz, Sustainability Accounting Standards Board member; Executive in Residence, Columbia School of Business; and, former Chairman, Financial Accounting Standards Board



Ohio
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Council



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PRE-CONFERENCE SEMINAR

Thursday, April 28, 2016

Pre-conference Seminar

“Lessons Learned—2 Years Out—COSO 2013 and Sarbox 404?”

James W. DeLoach, Managing Director, Protiviti

Robert B. Hirth, Jr. Chair, COSO and Senior Managing Director, Protiviti

“Fraud and the Pressure of Rationalization”

Timothy F. Gearty, Partner, Gearty & McIntyre, LLP; National Director and Editor-in-Chief,
Becker Professional Review

Keynote Address at Lunch

“Is a Career Renaissance in Your Future? - Life Lessons on Career Development from a Recovering CPA”

“Meetings that Work!”

George Boyadjis, Corporate Services Director, Cresa

Timothy F. Gearty, Partner, Gearty & McIntyre, LLP; National Director and Editor-in-Chief,
Becker Professional Review

Track One:

“Mobility / Digital Disruption: Best Practices for Executive Productivity”

“Creating Sustainable Improvements in the Financial Close”

Donald R. Tomoff, Founder, Invenio Advisors LLC

Gabe Zubizarretta, Founding Principal, Silicon Valley Accountants

Track Two – Ethics: “Ohio Professional Standards and Ethics”

Dr. Norman R. Meonske, Professor Emeritus, Kent State University and National Online
Instructor, Becker CPA Review Course

Annual Leadership Training Workshop

Dear Chapter Officers,

I'm very excited to tell you about this year's annual Leadership Training Workshop (LTW). The program is designed for all chapter board officers both new and seasoned. We have a tremendous event planned for you this year. The program is designed to help you to "Get Your IMA Game On" as chapter officers.

Friday, May 13th - Board Meeting and Team Building Event

Location – SuperGames
535 Lakeview Plaza Blvd.
Worthington, OH 43085

Ohio Council Meeting – 4:00 PM - All Ohio Council Board members and Incoming chapter board members are welcome to participate. *Casual dress.*



Dinner & Team Building Event - 6 PM – 8:30 PM - Join us for a fun evening of networking and team building. We will be competing in Survivor Games! We have as our special guest this evening the Columbus Chapter of IMA. *Casual dress.*

Ohio Council Board Members and Ohio IMA Chapter Members – No cost – Guests \$75 per person

Saturday, May 14th – Leadership Training Workshop

Location – Nationwide Hotel & Conference Center
Nationwide Hotel & Conference Center
100 Green Meadows Drive South
Lewis Center, OH 43035

8 – 8:30 Continental Breakfast
8:30 – 2:00 LTW Program
Business casual dress



A room hotel block has been secured at **Nationwide Hotel** 100 Green Meadows Drive South Lewis Center, OH 43035- (614) 880-4300. Please make your hotel reservation early, as space is limited. You will be responsible for your hotel bills. *Deadline for reservations is Friday, April 29th.* Room rate is \$129 per night single, \$139 double plus taxes. To make hotel reservations, call (866) 233-9393. Must indicate you are with the **Institute of Management Accountants** when making reservation.

If you have any questions, please contact me Sandy Brenner at sandra.brenner@basf.com or 216-839-

ANNUAL CONFERENCE



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

Register Now at imaconference.org



2015-2016 BOARD OF DIRECTORS

Office	Name	Email	Telephone
President	Brian Fehribach	brian.fehribach@imcdus.com	(216) 228-8900 x272
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VP Communication	Carol Kuczer	ckuczer@ddr.com	(216) 755-5746
Director - Social Media	Carlos Chavez	cchavez58@chavez-associates.com	(330) 723-0559
Director Student Scholarships	open		
Director Academic Relations	Forrest Reed	reedf@randrspecialtyfoods.com	(216) 870-6739
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 robin.schade@imcdus.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.



Cleveland
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Chapter

2015 - 2016 TECHNICAL MEETINGS

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.	ID Theft
May 17, 2016	6:00 p.m.	Financial accounting update
		2016 Seminars
Thursday, April 28, 2016	8AM - 5PM	Annual Meonske Conference Pre-Conference Workshop
Friday, April 29, 2016	8AM - 5PM	Annual Meonske Conference

Cleveland East Chapter Anniversaries



Years Members

35 John Marek
34 Dean Brady
59 Louis Groshel
28 Thomas Browne
28 John Ellis
27 Charles Miller
25 Richard Foor
26 Robert Bloom
22 Ryan Dumermuth
19 Carol Kuczer
11 Carlos Chavez
3 Charles Iyahan
2 Mark Holtzblatt
3 Tracey Rock
3 John Dimarco
2 Tonia Cannon
2 Gayle Jun



Welcome New Student Members

Jared Bettura
Zachary Yedlicka



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.

Gleim Publications, Inc.
 4201 NW 95th Blvd.
 Gainesville, FL 32606
 800.874.5346

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.

THE GOLD STANDARD



Salary

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

Competitive Advantage

Businesses around the world rely on CMAs for accounting, finance and information management and most importantly, for the strategic planning and business solutions provided by these qualified professionals. Companies such as 3M, Boeing, DaimlerChrysler, DuPont, Hewlett-Packard, IBM, Johnson & Johnson, Milliken and Procter & Gamble recognize that employing CMAs helps to improve company performance in aggressive global business arena.



Review Schedule Based on Gleim Publications Corporate College:

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

Personal Satisfaction

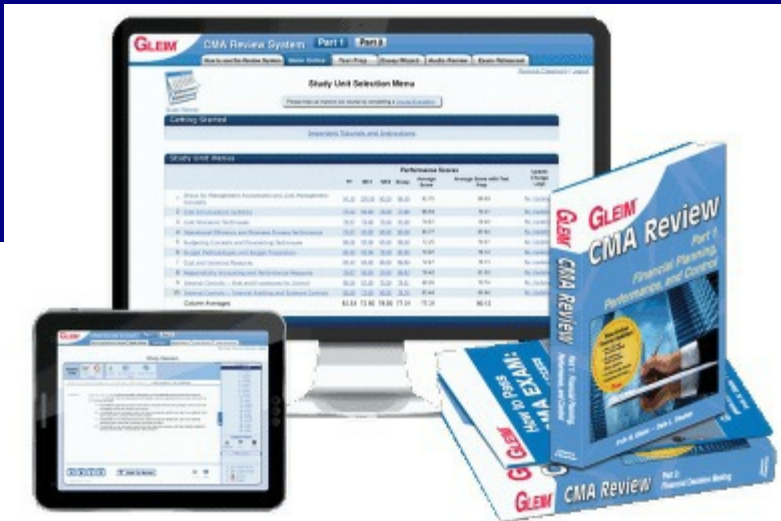
Prove your ability to become a strategic business partner, while you also enhance your self-confidence, your sense of accomplishment, and your resume.

Professional Recognition

The CMA designation represents a broad business competency and mastery of the management-level skills required to add value, drive business performance, and build quality financial practices within organizations. The program objectively tests and validate expertise in areas essential to analyzing, managing and evaluating business solutions that contribute to the success of an organization. The CMA credential indicates a commitment to excellence based on a strong, ethical foundation and dedication to lifelong learning.

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





...Gleim 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

800.874.5346

accountingteam@gleim.com

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4201 NW 95th Blvd
Gainesville, FL 32606



YOU CAN USE



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

“Assessing Job Candidates’ Fit With Your Corporate Culture”

www.cleveast.imanet.org/partners/accountempsApr2016.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
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.



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
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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.

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Strategic Technotes

Michael Castelluccio Technology Editor

The news came as no surprise to those aware of a year-long discussion about a voluntary (rather than mandated) commitment. It was, however, a little eye-opening for those who remember the historic struggle to get seat belts into cars. Apparently, we as a society have adopted a new sensibility regarding safety technologies.



STEEL DASHBOARDS AND NO RESTRAINTS

The prevailing attitude 50 years ago for auto passengers and drivers was that comfortable, unrestrained seating in the front, just inches away from shiny metal and glass was perfectly acceptable. Ford Motor got a measure of that mind-set when, in 1956, the company pioneered a Life Guard package that combined seat belts and safety door latches. The company heavily promoted this sensible alternative as GM and others continued hyping horsepower and luxury interiors. Customers mistook the Ford initiative as an admission that their cars were more dangerous and needed these extras, and sales dropped significantly. As a result, in the '57 line, Ford reversed itself and didn't offer seat belts as standard equipment.

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It wasn't until almost a decade later, in 1964, that most American cars came with front-seat lap belts, and not until 1965 that all states required them.

In 1965, Ralph Nader published his incendiary *Unsafe at Any Speed*, which exposed the general resistance by manufacturers to adding auto safety features. The chain of grassfires that followed included Senate hearings investigating the claims, and Henry Ford II swearing that if the industry were forced to make safety-related changes that were "unreasonable, arbitrary, and technically unfeasible," it would shut them down. Congress then passed the Highway Safety Act in 1966 and created NHTSA. By 1967, the pressure from Washington mandated front and back seat belts. By 1974, the improved three-point, continuous-loop seat belts became the standard. However, it was not until 1995 that every state except one (New Hampshire, the "Live Free or Die" state), required everyone in the car—whether in front or in back—to buckle up.

When you think about it, that's more than a little depressing. It took about 65 years to persuade us that vaulting through the windshield was in no one's best interest.

VOLUNTEERING FOR SAFETY

This time around, with the AEB initiative, it looks like a very different story is evolving. On September 10, 2015, NHTSA and IIHS (Insurance Institute for Highway Safety) asked the automakers to "voluntarily make AEB a standard feature." A series of meetings followed, and less than seven months later, 20 of the companies had agreed to include AEB in all their vehicles by September 1, 2022. The companies are: Audi, BMW, FCA (Fiat Chrysler), Ford, General Motors, Honda, Hyundai, Jaguar Land Rover, Kia, Maserati, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Subaru, Tesla Motors, Toyota, Volkswagen, and Volvo. That's 99% of all new cars and light trucks on U.S. roads. By 2025, the list will include heavy-duty trucks with gross vehicle weight between 8,500 and 10,000 pounds. And it all happened without a mandate.

To deal with any reluctance on the part of consumers, there's a raft of data from a number of sources. U.S. Transportation Secretary Anthony Foxx explains, "By proactively making emergency braking systems standard equipment on their vehicles, these 20 automakers will help prevent thousands of crashes and save lives." Enforcing the idea of fast-tracking the installation, "NHTSA estimates that the agreement will make AEB standard on new cars three years faster than could be achieved through the formal regulatory process. During those three years, according to IIHS estimates, the commitment will prevent 28,000 crashes and 12,000 injuries." And the IIHS actuaries favor wide-scale adoption because it will "allow us to further explore the technology's effectiveness and its impact on insurance losses, so that more insurers can explore offering discounts or lower premiums to consumers who choose AEB-equipped vehicles."

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WHAT IS AEB?

AEB systems have on-vehicle sensing systems that use radar, cameras, or lasers to prevent or minimize front-end collisions. NHTSA describes two kinds of AEB: Dynamic Brake Support (DBS) and Crash Imminent Braking (CIB). DBS is employed in situations where the driver is applying the brakes but not with enough force to avoid the crash. In that case, the DBS supplements the driver's effort. In the event the driver is not taking any action, the CIB system automatically applies the brakes to slow or stop the car. These two systems have been available for certain models since 2006. According to NHTSA, the additional cost, when these options are available, "varies significantly depending on the type and number of sensors used."

And not all systems work the same—with the biggest difference being the speeds at which they operate. Some scan only 30 to 40 feet ahead and work between three and 18 miles per hour. For others, the line of sight reaches out beyond 650 feet and will operate within four to 112 miles per hour. One Honda system even reaches out to other systems in the car and will tighten the driver and front passenger seat belts in the event of an impending collision.

We aren't likely to see the same resistance to AEB as we did with seat belts. Already, the manufacturers and insurers are on board. As we approach full implementation, the public will make its adjustments—probably even those who still grumble whenever they feel their antilock braking system (ABS) kicking in on wet roads or fast stops.

Michael Castelluccio has been the Technology Editor for Strategic Finance for 20 years. His SF TECHNOTES blog is in its 18th year. You can contact Mike at mcastelluccio@imnet.org.