



Cleveland East Chapter



**CONGRATULATIONS  
IMA CLEVELAND EAST  
CHAPTER!**

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



2015-2016 Awards

**Silver for Website**

**Outstanding level of Service**

**13<sup>th</sup> Place Competition**

Board members Sandra Brenner and Carlos Chavez accept the chapter's awards in the Warner Division from IMA Chair



**BOARD MEETING  
TUESDAY, AUGUST 9** details on website

**August event  
Thursday, August 18  
Indians' Game, Progressive Field**

INSIDE THIS ISSUE

Upcoming Meeting	1
President's Message	2
Annual leadership training	4
Student & national conference	5
Chapter Board	6
Technical Meetings	7
CMA Certification	8
National	12
C P E	13
Gleim news	14

Cleveland East IMA has 20 tickets in section 171 (rows R through V) for the Thursday August 18<sup>th</sup> Cleveland Indians game against the Chicago White Sox. The game is at 7:10 pm. You must register by Friday August 12<sup>th</sup> on the website in order to go to the event. Location to pick up tickets will be provided in a subsequent email after you register.

We only have 20 tickets so it will be first come first serve. Cost is \$21 per ticket. No CPE will be provided, this is a social event only.



**CLEVELAND INDIANS VS. CHICAGO WHITE SOX  
THURSDAY, AUGUST 18, 2016 7:10PM**



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Cleveland  
East  
Chapter

## PRESIDENT'S MESSAGE

**W**elcome to the kick off newsletter for IMA Chapter year 2016-2017. June and July sure did fly by! The Cleveland East board had our first planning meeting in July to talk about what we want to accomplish in the coming year (much like everyone will be working on budgets over the coming weeks).

Before we get to some of the things we are planning for 2016-2017 I want to give praise to the Cleveland East chapter for their great showing in 2015-2016.

- Cleveland East won the silver medal for our website
- Cleveland East placed 13<sup>th</sup> in the chapter competition

We couldn't be this successful without all of our wonderful members. You all share in these distinctions! Now on to 2016-2017:

- On August 18<sup>th</sup> we are having a social event with Cleveland, Akron, and Canton chapters at the Cleveland Indians game. Watch the Tribe take on the White Sox at 7:10. This is a social event so there won't be any CPE. We have 20 tickets available so please make sure you register on the website to secure your spot.
- We are working on a tour of Cleveland Whiskey
- Our student night will be in October
- November 18<sup>th</sup> will be our Controller's workshop (8 hours of CPE!)
- We plan on doing our first ever webinar during lunch on State and Local Income taxes. Have lunch and earn some CPE!
- We will also be having Economic Updates, Tax Updates, and Ethics presentations for technical events

Be on the lookout for all of these events by checking out our website! We hope that we see all of our members at least once at a technical meeting.

We are always looking for volunteers to join our board to help bring the most value to our members. If you are interested in joining the board please email me at [Brian.Fehribach@imcdus.com](mailto:Brian.Fehribach@imcdus.com).

Have a great August and I look forward to seeing you all at a technical meeting!

Please register at: <http://cleveast.imanet.org/technicalmeetingregistration.html>.



## IMA Names Marc Palker Chair of Global Board of Directors

Montvale, N.J., July 28, 2016 – [IMA](#)® (the Institute of Management Accountants) announced Marc Palker, CMA and Principal of MPP Associates, Inc., as Chair of IMA’s Global Board of Directors for Fiscal Year 2016-2017 through June 30, 2017.

As Chair, Palker will elevate awareness of the [CMA](#)® (Certified Management Accountant) program and oversee a number of initiatives connected to his passion for volunteerism and continuing education. He will also continue his work with IMA’s Governance and Nominating Committees.

Palker first joined IMA’s New York chapter in 1975, and has since held a variety of senior volunteer positions including Long Island Chapter president, his home chapter; Metro NY Council president; national vice president; national director; and many more.

“For 41 years, Marc has been a continuous asset to the success of IMA through his passion to lead and drive to give back to the accounting and finance community,” said [Jeff Thomson](#), CMA, CAE, IMA president and CEO. “We’re thrilled to leverage his extensive expertise to further IMA’s mission and elevate the prestige of the CMA credential.”

Marc’s career spans more than three decades, where he has held senior financial management positions with small and midsize public and private companies. Prior to serving as Principal for MPP Associates, Inc., Marc worked as managing director of the Finance and Accounting Practice Group of Madison Davis Professional Services (MDPS), LLC, which he joined by merging his consulting practice with MDPS in 2004.

Marc earned his B.S. in Accounting from Rider University and an M.B.A. in Finance from St. John’s University. Marc also serves on the Board of Directors of the Accountant Attorney Networking Group and is a Past President. In 1973, he co-founded the Glen Oaks Volunteer Ambulance Corps, which continues to operate today.



### 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).



*"Taking Recruiting to a Hire Power!"*

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Director



**Honey Wess International**

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Member of the Institute of Management Accountants



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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)

# Leadership Training Workshop Columbus, Ohio

*Learning, networking and having fun*



Ohio Regional Council board members



Marc Palker, 2015-2016 IMA Chair-Elect, delivers an IMA Update & Leadership presentation to the attendees.



Wore Giotta, IMA Community Relations Manager, delivers an Chapter Service Update presentation to the attendees.



Cleveland East Chapter board members

# NATIONAL CONFERENCES

JOIN US NEXT YEAR

June 17-21, 2017

**ACE2017 | DENVER**

IMA's Annual Conference & Expo



DETROIT | NOV. 10-12, 2016



**MAKE it  
HAPPEN  
SLC16**



IMA's Student Leadership Conference

**REGISTRATION OPENS SEPTEMBER 6, 2016**

**STUDENTS - DON'T MISS THE IMA STUDENT LEADERSHIP CONFERENCE**

<https://www.imastudentconference.org/>



**2015-2016  
BOARD OF DIRECTORS**

Office	Name	Email	Telephone
President	Brian Fehribach	brian.fehribach@imcdus.com	(216) 228-8900 x272
Secretary	Enrico Varricchio	emdnv@oh.rr.com	(216) 475-8787
Treasurer	Robin Schade	robin.schade@imcdus.com	(216) 228-8900 x262
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VP Professional Education	Ernie Brass	bcd_net@yahoo.com	(440) 846-1952
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VP Communication	Carol Kuczer	ckuczer@ddr.com	(216) 755-5746
Director - Social Media	Carlos Chavez	<a href="mailto:cchavez58@chavez-associates.com">cchavez58@chavez-associates.com</a>	(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](mailto: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  
East  
Chapter

# 2016 - 2017 TECHNICAL MEETINGS

Date	Time	Event
Thursday, August 18, 2016	7:10 PM	Social event - Cleveland Indians vs. Chicago White Sox (no CPE)
Tuesday, September 20, 2016	6:00 PM	TBD
Tuesday, October 20, 2015	6:00 PM	Student Night
Friday, November 18, 2015	8:00 AM - 5PM	Controllers' Workshop
December		Happy Holidays
Tuesday, January 17, 2016	6:00 PM	TBD
Tuesday, February 21, 2016	6:00 p.m.	TBD
Tuesday, March 21, 2016	6:00 p.m.	TBD
Tuesday, April 18, 2016	6:00 p.m.	TBD
Tuesday, May 16, 2016	6:00 p.m.	TBD
Tuesday, Jun 21, 2016	6:00 p.m.	TBD
Thursday, April 27, 2016	8AM - 5PM	Annual Meonske Conference Pre-Conference Workshop
Friday, April 28, 2016	8AM - 5PM	Annual Meonske Conference

## Cleveland East Chapter Anniversaries



### Years Members

39 Douglas Yaecker  
7 Mark Astorino  
1 Gordon Hatfield  
2 William Bockanic  
1 Andrea Taylor

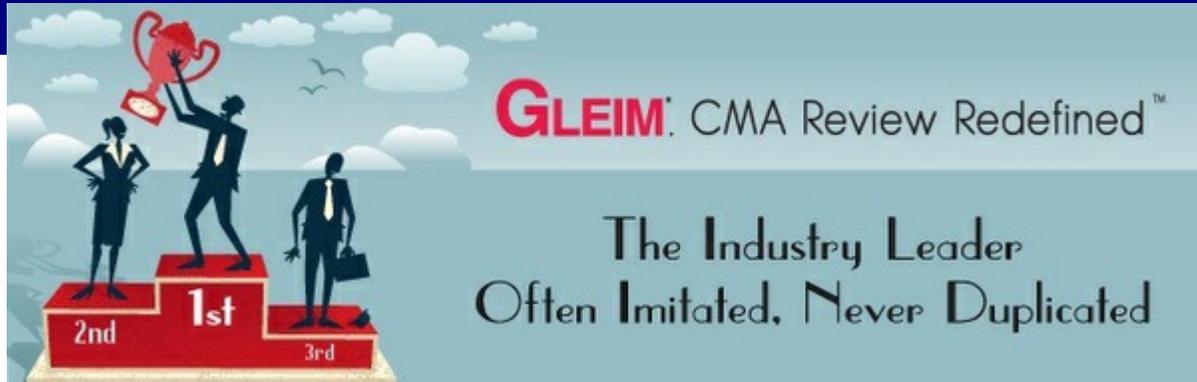
### HONORING OUR RECENTLY LICENSED CMAS

Matthew Koch Jan 2016  
Sayujya Patil Aug 2015  
Aleksandra Zimmerman Apr 2015  
Brian Geib Jan 2015

### NEW MEMBERS

Caitlyn Haessly  
Kelli Vollman

Young Professional  
Student Member



### 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](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.



**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.



**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**

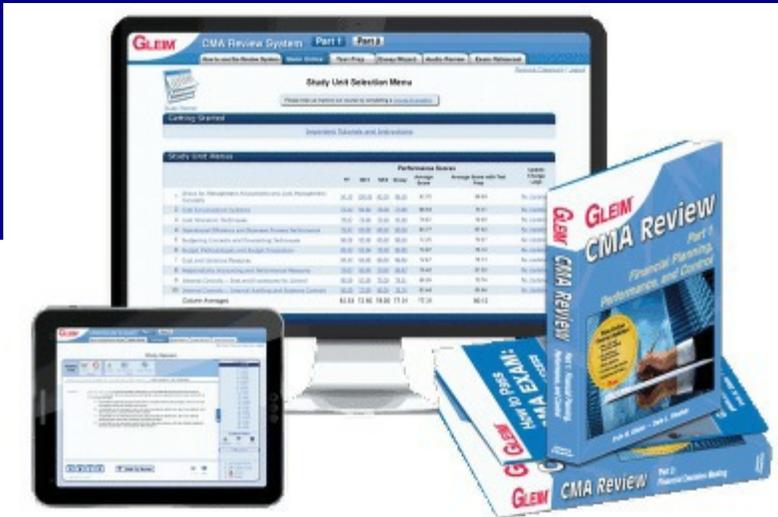
The CMA designation represents a broad business competency and mastery of the management-level skills required to add value, drive business performance, and build quality financial practices within organizations. The program objectively tests and validate expertise in areas essential to analyzing, managing 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!**



**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.



•••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](mailto:accountingteam@gleim.com)

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**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/accountempsAug2016.pdf](http://www.cleveast.imanet.org/partners/accountempsAug2016.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 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

Wore Giotta,  
Community Relations Associate of  
East Coast Chapters  
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Telephone (800)638-4427  
Email: [WGiotta@imanet.org](mailto:WGiotta@imanet.org)  
IMA Website: [www.imanet.org](http://www.imanet.org)

## Power Your Potential

IMA is the resource for developing, certifying, and connecting the world's best accountants and financial professionals working in business.

## What is management accounting?

Did you know that many accounting grads begin their careers in public accounting firms, but the majority of those leave in just a few years?

The fact is nearly 75% of financial professionals work in business as management accountants: financial analysts, controllers, treasurers, and chief financial officers. Management accountants provide critical insights on ethical and regulatory requirements and are integral to business strategy and decision-making. Gain leadership experience, explore your future career options, and build your résumé and professional network. With the right preparation and training, you will be equipped with real-world competencies that will make you ready for the challenges you'll face immediately on the job.

## Membership Benefits

- Differentiate yourself by taking the CMA exam while still in school
- Develop leadership skills to build your résumé
- Enjoy all member benefits at a significantly reduced rate

## Student Testimonial

"I knew I wanted to major in accounting, and I wanted to make a difference, but I just didn't know how to build on that. That's how I knew I wanted to start a student chapter on my campus." - Kevin Cornwell, President, University of Texas at Dallas Student Chapter

# 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>.

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

[Debbie.Martin@gleim.com](mailto:Debbie.Martin@gleim.com)  
352.375.0772 Ext. 414  
800.874.5346 Ext. 414  
352.375.6940 FAX

Hours Mon-Fri 8am - 7pm EDT  
Please visit our home page.  
<http://www.gleim.com/>

## A few words from



### Finish Strong

In sports, it is not uncommon to hear stories of how successful teams have rallied in the face of adversity behind a player, coach, or motto to stay motivated throughout the season. An example of this is the 2008 University of Florida football team that attributed much of its success to the motto "Finish Strong." Despite an unexpected, early-season setback, this motto permeated the lives of players and coaches on and off the field as they "Finished Strong," eventually winning the school's third national championship. The champions were motivated to: - Finish Strong in the classroom. - Finish Strong in the weight room. - Finish Strong in practice. - Finish Strong on every play. - Finish Strong in every game. Most games are decided in the second half. - Finish Strong every season. It is very difficult to win a championship if you lose late.

Candidates preparing for the CMA Exam can take this motto and apply it to their study preparations. - Finish Strong on each practice test. - Finish Strong each day you study. Set a goal and meet it. - Finish Strong with your review. The final days are when you should undertake a cumulative review and focus on your weak areas. - Finish Strong when answering each question on your exam. Put to use the test-taking skills you have learned. - Finish Strong at the exam center. Be in control. You have done everything you can to be adequately prepared to PASS the exam. Remember, there are others who are not as well prepared as you. This is something that carries over to each of our lives. Finish your day strong by ending it on a positive note. Finish what you have started, and not just for the sake of finishing it, but with the intention of doing the job well.

Share your success! Maybe you have already passed the CMA exam and would like to share your test-taking techniques with other candidates. Also, send me your questions if you want.

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