



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

INSTITUTE OF MANAGEMENT ACCOUNTANTS

SEP 2017

**CONGRATULATIONS  
IMA CLEVELAND EAST  
CHAPTER!**

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



From left to right:

**Congratulations to the Cleveland East Chapter on its success in the 2016-2017 IMA Competition. The chapter has won the following awards:**

- Carol Kuczer holding the Silver Medal for the Warner Division Newsletter Competition
- Carlos Chavez holding the Bronze Medal for the Warner Division Website Competition
- Sandy Brenner holding the 15<sup>th</sup> Place in the Warner Division Chapter Standings

**INSIDE THIS ISSUE**

Upcoming Meeting	2
Prior meeting photos	3
President's Message	5
New Statement of Ethics	7
Chapter Board	10
Technical Meetings	11
CMA Certification	13
National	16
C P E	17

***This month's technical meeting - Savvy Social Security Planning***



**Will Social Security be there for me?**

**How much can I expect to receive?**

**How Social Security benefits are calculated**

**When should I apply for Social Security?**

**How can I maximize my benefits?**

**Will Social Security be enough to live on in retirement?**

**Tuesday, September 19, 2017 at 6:00 p.m.**

**Location:** DoubleTree by Hilton Hotel, Cleveland East Beachwood  
3663 Park East Drive, Beachwood, Ohio, 44122, (216) 464-5950

**Speaker:** Lee Quignano, RFC®  
Registered Principal, Johnnycake Financial



***Tuesday Sep 12, 2017***

IMA board meeting - noon

***Tuesday Oct 17, 2017***

Technical Meeting - Student night  
Whirly Ball - Linked In - Photos



Connect with Us



Follow Us



Join Our Group



Contact Us



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER



Page 2

## September Technical Meeting

### Topic: Savvy Social Security Planning Speaker: Lee Quignano, RFC®



An owner and Vice President of Johnnycake Financial Services, a US Marine Veteran, Rotary Paul Harris Fellow and Rotary District Grant Committee member, Lee has made a personal commitment to helping those in need and educating those around him whenever possible.

Between securities and insurances, Lee is licensed to practice in 18 states. He holds general securities representative and principal licenses for securities and he is an investment advisor representative. Additionally, he has a life and health insurance license. He graduated with honors earning a Baccalaureate in Business Sciences degree with a financial planning focus and completed the rigorous obligations of examinations and ongoing education to achieve and maintain a Registered Financial Consultant designation.

He began his career in 1998 and has since assisted hundreds of families and business owners prepare for their income needs in retirement and plan for the most appropriate way to pass wealth to heirs based on the family desires and dynamics. With innovative thinking and a passion to help others achieve their specific goals, he seeks bold solutions for even the most unorthodox situations.



**Tuesday, Sep 19 at 6PM - 1CPE**

**New Meeting Location**



DOUBLETREE  
BY HILTON

DoubleTree by Hilton Hotel, Cleveland East Beachwood  
3663 Park East Drive, Beachwood, Ohio, 44122, (216) 464-5950





The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

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

Page 3

# August Night at the Races



**Institute of Management Accountants  
Cleveland East Chapter  
'A Night at the Races' - August 15, 2017**

TROT 1 MILE PURSE \$12,500		PICK 5		\$1.00 PICK FIVE (3-4-5-6-7) EXACTA & TRIFECTA BUCKEYE STALLION SERIES 2 YEAR OLD FILLIES 3RD LEG - 3RD DIVISION		NORTHFIELD Tuesday, August 15, 2017	
INSTITUTE OF MANAGEMENT ACCOUNTANTS-CLEVELAND EAST CHAPTER WARMUP COLOR WHITE							
1		AARON MERRIMAN		1219-371-250-113-430		1219-371-250-113-430	
GRATUITY		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430		1219-371-250-113-430	
1219-371-2							





## August Night at the Races



A former CEO gives the history and explains the operation of Northfield Racetrack and a horse breeder talks all things horses.



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

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

Page 5



**A**UGUST HAS COME and gone! Where did the summer go? I hope everyone has a wonderful Labor Day and long weekend. We will be slipping into fall and the third quarter will be over before you know it. If you have children, I hope the start of the school year was smooth.

Thank you to all of the members who came out to the night at the races. Race number 3 was our special race and we had a picture in the winner's circle.

Hopefully all of you responded to the notice about the IMA's special Recognition night in Cleveland Sept 11.

Our change to the Double Tree was based on you our members who responded to the chapter survey.

Our September meeting will be at the Double Tree Hotel on Park East, September 19 from 6-8 PM. Please register on line at our chapter web site. The topic will be Social Security and is important to all of us no matter what your age is.

We will have the full chapter schedule of 2017-18 meetings and topics confirmed and posted on the website after our September 12 board meeting. See you at the Double Tree.

<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](mailto:sandra.brenner@basf.com).



"Taking Recruiting to a Hire Power!"  
**Honey Wess**  
Director  
**Honey Wess International**  
1990 Case Parkway South  
P.O. Box 699  
Twinsburg, OH 44087  
[honey@honeywessintl.com](mailto:honey@honeywessintl.com)  
(330)487-5855 Office  
(330)487-5335 Fax  
(216)496-8587 Cell



**Harry Lader, Ph.D.**  
Certified MOS Expert  
**microBites™**  
**THE POWER TO SUCCEED™**  
c: [216] 521.6650  
e: [Harry@microbites.net](mailto:Harry@microbites.net)  
w: [microbites.net](http://microbites.net)  
Microsoft® Office® Training & Consulting  
Specializing in Excel® keyboard shortcuts



**CFI**  
**CREATIVE FINANCIAL SOLUTIONS**  
An office of Bruner-Cox LLP  
**Melissa Shumay**  
Branch Manager  
[melissa.shumay@brunercoc.com](mailto:melissa.shumay@brunercoc.com)  
6133 Rockside Rd  
Building 2, Suite 403  
Independence, OH 44131  
Direct Line: (216) 750-6165  
[www.CFStaffing.com](http://www.CFStaffing.com)



Member of the Institute of Management Accountants  
**Chavez and Associates**  
Accounting and Consulting Services  
**initur**  
Certified Public Accountant  
**Carlos M. Chavez, MBA, MSA**  
Owner  
909 Quincy Court  
Medina, Ohio 44256  
Telephone: (330)723-0559  
Cell: (216)470-4450  
Email: [cmchavezassoc@aol.com](mailto:cmchavezassoc@aol.com)  
[www.chavez-associates.com](http://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](mailto:ckuczer@ddr.com)



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER



Page 7

## ***NEW STATEMENT OF ETHICAL PROFESSIONAL PRACTICE***

IMA has been committed to advocating the highest standards of ethical business practices—both for its members and the profession at large—since the organization was founded in 1919. In the early 1980s, IMA took a bold leadership role in the area of ethics by developing its first written code of ethics: *Standards of Ethical Conduct of Management Accountants*. In 2005, in the wake of global financial scandals and an increasing need for more direct ethical guidelines, IMA issued new guidance to better reflect the ethical climate of the time. The result was the *IMA Statement of Ethical Professional Practice*, which required each IMA member to be committed to the highest ethical behavior.

After considering the many changes in the business and regulatory environment, including the globalization of commerce and the management accounting profession, IMA determined to issue a revised *Statement* in 2017, which is published here as a Statement on Management Accounting. More concise and simpler to understand and apply, this updated version more fully reflects the global scope of management accounting. It also requires IMA members to contribute to a positive ethical culture in their organization and to place integrity of the profession above personal interests. These requirements recognize the need for members to take an active role in ensuring their organization has a strong, open, and positive ethical culture.

### ***IMA STATEMENT OF ETHICAL PROFESSIONAL PRACTICE***

*Effective July 1, 2017*

Members of IMA shall behave ethically. A commitment to ethical professional practice includes overarching principles that express our values and standards that guide member conduct.

## **Principles**

IMA's overarching ethical principles include: Honesty, Fairness, Objectivity, and Responsibility. Members shall act in accordance with these principles and shall encourage others within their organizations to adhere to them.

## **Standards**

IMA members have a responsibility to comply with and uphold the standards of Competence, Confidentiality, Integrity, and Credibility. Failure to comply may result in disciplinary action.

### **I. COMPETENCE**

1. Maintain an appropriate level of professional leadership and expertise by enhancing knowledge and skills.
2. Perform professional duties in accordance with relevant laws, regulations, and technical standards.
3. Provide decision support information and recommendations that are accurate, clear, concise, and timely. Recognize and help manage risk.

### **II. CONFIDENTIALITY**

1. Keep information confidential except when disclosure is authorized or legally required.
2. Inform all relevant parties regarding appropriate use of confidential information. Monitor to ensure compliance.
3. Refrain from using confidential information for unethical or illegal advantage.





## ***NEW STATEMENT OF ETHICAL PROFESSIONAL PRACTICE***

### **III. INTEGRITY**

1. Mitigate actual conflicts of interest. Regularly communicate with business associates to avoid apparent conflicts of interest. Advise all parties of any potential conflicts of interest.
2. Refrain from engaging in any conduct that would prejudice carrying out duties ethically.
3. Abstain from engaging in or supporting any activity that might discredit the profession.
4. Contribute to a positive ethical culture and place integrity of the profession above personal interests.

### **IV. CREDIBILITY**

1. Communicate information fairly and objectively.
2. Provide all relevant information that could reasonably be expected to influence an intended user's understanding of the reports, analyses, or recommendations.
3. Report any delays or deficiencies in information, timeliness, processing, or internal controls in conformance with organization policy and/or applicable law.
4. Communicate professional limitations or other constraints that would preclude responsible judgment or successful performance of an activity.

## **Resolving Ethical Issues**

In applying the Standards of Ethical Professional Practice, the member may encounter unethical issues or behavior. In these situations, the member should not ignore them, but rather should actively seek resolution of the issue. In determining which steps to follow, the member should consider all risks involved and whether protections exist against retaliation.

When faced with unethical issues, the member should follow the established policies of his or her organization, including use of an anonymous reporting system if available.

If the organization does not have established policies, the member should consider the following courses of action:

- The resolution process could include a discussion with the member's immediate supervisor. If the supervisor appears to be involved, the issue could be presented to the next level of management.
- IMA offers an anonymous helpline that the member may call to request how key elements of the *IMA Statement of Ethical Professional Practice* could be applied to the ethical issue.
- The member should consider consulting his or her own attorney to learn of any legal obligations, rights, and risks concerning the issue.

If resolution efforts are not successful, the member may wish to consider disassociating from the organization.

**IMA Ethics Helpline Number for callers in the U.S. and Canada: (800) 245-1383**

**In other countries, dial the AT&T USA Direct Access Number from  
[www.att.com/esupport/traveler.jsp?tab=3](http://www.att.com/esupport/traveler.jsp?tab=3), then the above number.**



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER



Page 9

## Student Leadership Conference

### Women's Accounting Leadership Series

## IMA'S STUDENT LEADERSHIP CONFERENCE

NOVEMBER 9-11, 2017 | MARRIOTT MARQUIS HOUSTON

Stay tuned for more information

**REGISTRATION OPENS SEPTEMBER 5, 2017**

Students, mark your calendar now for a trip to the Lone Star State. It's the ideal opportunity to learn valuable skills and gain access to resources to help students land that first professional position. At the conference, attendees will learn from leading practitioners and educators about career opportunities, the value of the CMA (Certified Management Accountant) certification, leadership development, job-search tips, and more. The Conference also will feature competition. Jodi Ryan, IMA director of student and academic relations said, "Last year's conference attracted more than 600 attendees and we're looking to build on that success. You definitely won't want to miss out on our conference in Houston, which again will feature a slate of speakers and activities that will be both fun and educational, helping attendees develop critical networking and career-building skills. Website: [www.imaslc.org](http://www.imaslc.org)

## Women's Accounting Leadership Series



The Women's Accounting Leadership Series is designed to provide relevant professional development and support for the advancement of women in accounting and finance functions. Participants will include female accounting and finance professionals at all stages of their careers, so that different perspectives on challenges and potential solutions are shared in an interactive dialogue. Please join us for a discussion of career challenges and strategies, and to develop your leadership skills.

**Date:** Friday, October 27, 2017

**Time:** 9:00 am – 1:30 pm

**Cost:** \$50

**Location:** Pace University

Aniello Bianco Room

One Pace Plaza

New York, NY 10038

If you are interested in registering a group for the Women's Accounting Leadership Series, please contact [womensleadership@imanet.org](mailto:womensleadership@imanet.org).



# IMA ANNUAL CONFERENCE

## ACE2018 | INDIANAPOLIS IMA's Annual Conference & Expo



**JOIN US NEXT YEAR**  
JUNE 16–20, 2018

## 8 Specialty Tracks

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

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



## 2017-2018 BOARD OF DIRECTORS

Office	Name	Email	Telephone
President	Ernie Brass	bcd_net@yahoo.com	(440) 846-1952
Secretary	Enrico Varricchio	emdnv@oh.rr.com	(216) 475-8787
Treasurer	Robin Schade	robin.schade@imcdus.com	(216) 228-8900 x262
VP Administration	Jimmy Renz	james.renz@imcdus.com	(216) 228-8900
VP Professional Education	Ernie Brass	bcd_net@yahoo.com	(440) 846-1952
VP Membership	TBD		
Director - Newsletter	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	TBD		
Director Academic Relations	Carlos Chavez	<a href="mailto:cchavez58@chavez-associates.com">cchavez58@chavez-associates.com</a>	(330) 723-0559
Director CMA	John Ashba	johntashba@hotmail.com	(440) 228-7360
Director Publicity	Ashley Hinkle	hinkle1215@gmail.com	
Chair of the Audit	Vince Pona	vpona@millrose.com	(440) 347-1139
Regional Council Delegate	Sandra Brenner	sandra.brenner@basf.com	(216) 839-7288
Director - Meetings	John Senderak	johnfsenderak@gmail.com	

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).

### Board Meetings

Tuesday, Jun 27, 2017 6 PM in person

Tuesday, Jul 25, 2017 6 PM in person

Tuesday, Aug 8, 2017 6 PM in person

Tuesday, Sep 12, 2017 Noon conference call

Tuesday, Oct 10, 2017 Noon conference call

Tuesday, Nov 14, 2017 Noon conference call

Tuesday, Dec 12, 2017 6 PM in person

Tuesday, Jan 9, 2018 Noon conference call

Tuesday, Feb 13, 2018 Noon conference call

Tuesday, Mar 13, 2018 Noon conference call

Tuesday, Apr 10, 2018 Noon conference call

Tuesday, May 8, 2017 Noon conference call



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

# 2017 - 2018 TECHNICAL MEETINGS



Date	Time	Event
Thursday, August 15, 2017	6:00 PM	Gaming in the State of Ohio - Northfield Park
Tuesday, September 19, 2017	6:00 PM	Social Security
Tuesday, October 17, 2017	6:00 PM	Student Night
Tuesday, November 17, 2017	8 AM - 5 PM	Controllers' Workshop
Friday, November 21, 2017	6:00 PM	Accounting for leases
Tuesday, January 16, 2018	6:00 PM	Economic Update
Tuesday, February 20, 2018	6:00 PM	Federal Tax Update
Tuesday, March 20, 2018	6:00 PM	Ethics
Tuesday, April 17, 2018	6:00 PM	Student Night - Linked In Photos
Tuesday, May 15, 2018	6:00 PM	Five S - ISO Certification
Wed & Thu, April 25 & 26, 2018	8 AM - 5 PM	Annual Meonske Conference Pre-Conference Workshop (2 days)
Friday, April 27, 2018	8 AM - 5 PM	Annual Meonske Conference

## Member Anniversaries

## IMA GLOBAL CORE VALUES



### Years Members

36 Alan Fuller  
21 Patrick Mullin  
18 Frederick Ange  
3 Donna Swoope  
2 Jessica Krulic  
2 Dana Lyon  
1 Jam McHale  
1 Mary Nekl

#### *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.







### 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.



### 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

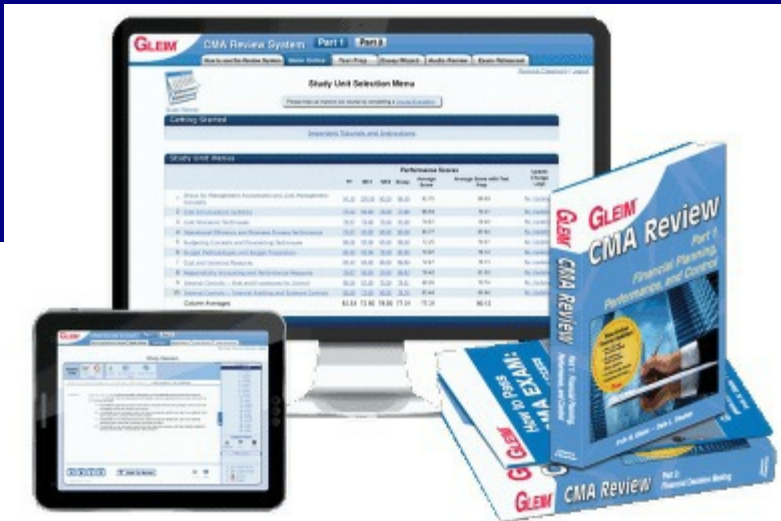
Prove your ability to become a strategic business partner, while you also enhance your self-confidence, your sense of accomplishment, and your resume.

### 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](mailto:accountingteam@gleim.com)

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





# YOU CAN USE



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

## “5 Professional Development Options for Financial Staff”

[www.cleveast.imanet.org/partners/accountempsSep2017.pdf](http://www.cleveast.imanet.org/partners/accountempsSep2017.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
- 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  
IMA  
10 Paragon Drive  
Montvale, NJ 07645-1718  
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

***For all CPE, login at [www.imanet.org](http://www.imanet.org)***

*IMA conducts more than 50 webinars every year at no cost to our members. Each qualifies for 1 to 1.5 hours of NASBA-approved CPE credit(s). Seats fill up quickly.*

**Inside Talk:** Our highly popular monthly series on timely, emerging issues and relevant topics such as technology, data analytics, revenue recognition, expense reporting and continuous accounting.

**IMA's Leadership Academy:** Hosts a monthly webinar series that empowers entry- and intermediate-level management accountants to become leaders within the profession

## Webinar Schedule

### Leadership Academy

#### **The Leader as Innovator - Designing Your Dream Job Now**

Sep 5, 2017 01:00 PM - 02:30 PM

#### **Integrated Business Planning Fosters Better Collaboration and Decision Management**

##### **Inside Talk**

Sep 13, 2017 01:00 PM - 02:30 PM

#### **Accounts Payable Trends 2017: The Process and Technology of AP Invoices**

##### **Inside Talk**

Sep 20, 2017 10:00 AM - 11:00 AM

#### **Personnel Planning to Impact Profits**

##### **Inside Talk**

Sep 27, 2017 07:00 AM - 08:00 AM

#### **Leadership During Times of Change**

##### **Inside Talk**

Oct 4, 2017 01:00 PM - 02:00 PM

### Webinar Archives

IMA Members:

Play past webinars on LinkUp IMA

### Webinar Policies

Webinars use standard Web browser technology and audio broadcasting

With full attendance, you may download a PDF certificate of completion

It may take up to 30 days for your CPE credit to be reflected in your transcript

Replay webinars are in the archive 5-10 days after the live event but do not earn credits



# Continuing Professional Education

*New courses included in the Gleim Online CPE*

**GLEIM**

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

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/>