



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

INSTITUTE OF MANAGEMENT ACCOUNTANTS

NOV 2017

**CONGRATULATIONS  
IMA CLEVELAND EAST  
CHAPTER!**



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

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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



Students from Hiram College attended the IMA Student Leadership Conference in Houston from November 9 through the 11<sup>th</sup>.

***Tuesday Nov 14, 2017***

**IMA board meeting - noon**

***Friday Nov 17, 2017***

**Controller's Workshop  
BASF - 8AM - 5PM**

***Tuesday Dec 12, 2017***

**IMA board meeting - time TBD**

***Tuesday Jan 16, 2018***

**Economic Forecast  
6PM**



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## Controller's Workshop

# Cleveland East Chapter of IMA Annual Controller's Workshop



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### Controller's Workshop

BASF

23700 Chagrin Blvd  
Beachwood, OH

Friday, November 17, 2017

8:00 am – 4:30 pm

A one day seminar for  
Controllers, CPAs, CMAs,  
CFMs and Accountants  
interested in staying up to  
date on topics of interest or  
new rules and laws.

- Technology Trends to Watch
- Public Comment Letter
- Importance of D & I in the Workplace
- Asset Valuation
- Fraud Prevention
- Tax Update

**Register online today**

(click the link to the online registration to register  
for the event)

**Cost: \$125**

Credit card payments  
accepted via PayPal

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

### SEMINAR OUTLINE

7:30 [Continental Breakfast](#) sponsored by

**rh Accountemps®**  
A Robert Half Company

8:00 [Get Your Tech On – Trends to Watch](#) – Chris Mishler

- What's new in tech trends to watch

9:45 [Do Public Comment Letters on Proposed SEC Comment Letters Matter](#) – Gregory Jonas

- Why organizations should make comment letters?

11:00 [The Importance of Diversity & Inclusion in the Workplace](#) – Billy O'Quinn

- Strategies to make your company more inclusive for employees.

12:00 [Lunch - provided](#)

1:00 [Asset Valuations – Paul Lebo](#)

- Equities, particularly energy and materials sectors, still maintain attractive valuations. The tech sector also has strong upside potential.
- –In the current environment, look to diversify your equity holdings by taking advantage of attractive international equity valuations, particularly emerging market.
- –As for fixed income, unless investing in floating rate bonds, take extra precautions to shorten durations and underweight this asset class.

2:15 [13 Fraud Prevention Suggestions - Frank Saponic](#)

- Is your business embezzlement proof?
- Learn how to perform a quick forensic examination so that you can identify your company's vulnerabilities and fraud risk.
- Hear steps that your HR department can easily implement in order to obtain employee buy-in to fraud prevention measures.
- Proactive steps employers can consider to create an effective anti-fraud culture

3:30 [Tax Reform in 2017, Why, What and When](#) – Tammy Gerber & Kathryn Proper

This program meets the ICMA guidelines for 8 hours CPE credit for CMAs and CPAs



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## Controller's Workshop

### PROGRAM SPEAKERS



#### Chris Mishler, CMA, CIA, CISA

Chris Mishler is the CFO of Catholic Social Services of Washtenaw County ("wash-tan-ah"). Prior to that he was a consultant with Experis for 12 years, primarily for the Finance Operations group, but also doing projects for the Internal Controls team. Previous to Experis, his roles were Controller and VP of Administration for a photographic products importer and distributor. As a subject matter expert in User-Developed Application Risks, Chris has assisted organizations in identifying, diagnosing and remediating risks in their key or high risk Excel files. Another of Chris' roles as the Chair of the IMA's Technology Solutions and Practices Committee is relevant to today's presentation. This group strives to identify emerging accounting and finance tech trends to enable the IMA's 90,000 members to enhance their knowledge of key new technologies. He is also on the SCMS' Board of Governors and the Michigan Council Board of Directors.



#### Gregory Jonas, PhD, CMA

Gregory Jonas is Associate Professor of Accountancy, Case Western Reserve where he has over 20 years of experience working with closely held corporation, acquisitions, and company turnarounds. He received his PhD in 2007 from Virginia Commonwealth University doing research that focused on two main streams, antecedents and consequences of corporate disclosures, and exploring factors associated with the development of accounting scholars. He has many publications. He is a CMA and is active in the Financial Executives International and is currently Chair of the research foundation for the IMA Research Foundation.



#### Billy O'Quinn

Billy O'Quinn is the Director of Global Diversity and Inclusion at The Goodyear Tire & Rubber Company, with more than 27 years of experience. A respected leader in the manufacturing industry, Billy led numerous corporate and manufacturing teams within Goodyear North America. He is a servant leader in the community and corporate America mentor young diverse leaders and youth. His motto is simple: "Say What You Do and Do What You Say, because, all you have in this world is your name and you must protect your brand."



#### Paul Lebo, CFA

Paul Lebo, CFA, is CEO & CIO of Paul Kimmins Investments, LP. In his role, he manages the LP's proprietary hedge fund strategy offering alpha generation in a risk conscious setting to qualified investors. Prior to co-founding Paul Kimmins Investments, LP, Paul was an executive in the Transaction Advisory Services team at Ernst & Young where he managed and reviewed asset valuation primarily for publicly traded Fortune 500 corporations. Prior to joining Ernst & Young, Paul was a Portfolio Manager within Key Private Bank, the wealth management arm of KeyBank. In this role, Paul personally managed and invested over \$220 million across equities, fixed income and alternatives asset classes. In addition, Paul served as a voting member of the Equity Research Team, providing investment recommendations on the Energy, Technology, Utilities and Materials sectors.



#### Frank Suponic, CPA

Frank is a Partner in the Business Valuation and Litigation Advisory Services Group at Skoda Minotti of Mayfield Village. He has been practicing in public accounting for nearly 30 years – the majority of those in the area of litigation support. He is a 1984 graduate of John Carroll University and holds a Bachelor of Science in Business Administration in Accounting. His primary responsibilities include assisting attorneys, privately-held clients, municipalities, and tax-exempt entities with litigation advisory engagements, strategic business consulting, financial reporting, and corporate and individual income tax matters. In addition, he also manages most of the firm's forensic accounting engagements. Fraud and embezzlement have always been concentrations for Frank. Frank's most time-consuming engagement was proven to have cost an Ohio company in excess of \$7 million in embezzlement losses and resulted in a criminal conviction.



#### Tammy Gerber, CPA

Tammy is Senior Tax Manager at RSM US LLP of the firm's federal tax practice since 2005 specializing in real estate and service industries in Ohio. She has over 20 years of experience in public accounting overseeing the tax preparation and review process for federal and multi-state tax compliance filings for numerous real estate, manufacturing, service and distribution industry clients. Tammy has worked on consolidated entities; merger integration issues; stock and asset acquisitions; state and local nexus issues; estate planning for high net-worth individuals and closely held businesses; and employee benefit plans. Tammy provides a variety of tax planning and consulting services to clients selling their real estate properties, selling or transferring their partnership interests, advising and reviewing 1031 exchange transactions, and restructuring their portfolios. She works with clients to minimize taxes, effective planning and use of real estate incentives such as low income housing credits, historic tax credits and easement contributions.



#### Kathryn Proper

Kathryn is Senior Associate, Tax Services for RSM and provides tax compliance, planning, and consulting services to a variety of manufacturing and real estate clients. She has extensive experience with private equity owned companies, income tax projections, §263A calculations, maintaining client depreciation schedules, and low income housing tax credits. Prior to joining RSM, Kathryn spent five years as an assistant controller for a small manufacturer in Erie, Pennsylvania. She was responsible for managing all aspects of the accounting department, including but not limited to monthly and annual closings, internal financial statement preparation, and also served as the liaison to the outside auditors.





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## Press Release

### **IMA Re-launches Integrated Ad Campaign on the Future of Accounting Multi-channel campaign promotes CMA credential as a foundation to careers of the future**

**Montvale, N.J., October 3, 2017**– [IMA](#)<sup>®</sup> (Institute of Management Accountants), the association of accountants and financial professionals in business, today launched a new integrated advertising and communications campaign for the [CMA](#)<sup>®</sup> (Certified Management Accountant) certification program. The campaign emphasizes the strategic value of CMAs in the face of increasing automation, while embracing “augmented” intelligence, such as robotics, to create even greater value for organizations. IMA President and CEO Jeff Thomson, CMA, CAE, announced the new campaign during a presentation in New York City on Oct. 2 for the Accountants Club of America. To view the 30-second TV spot, visit: <https://youtu.be/qzPSEyYXnAM>

An evolution of the “You’ve Got to Earn It” campaign that positioned the CMA as the leading global accounting credential, the new campaign points to the CMA as the way to prepare oneself for the future. Advances in automation and artificial intelligence have some accountants and financial professionals concerned about losing their jobs to machines. In a light-hearted but professionally relevant response, the campaign makes it clear how the CMA enhances a professional’s value as a strategic business partner and trusted advisor, not likely replaceable by machines.

“With the rise of new technologies, there’s uncertainty about the future of accounting,” said Thomson. “Preparing professionals for the future is not just a campaign; it is integral to IMA’s vision and mission. The CMA prepares professionals for these challenges by enabling them to both improve an organization’s performance and create a competitive advantage.”

Created in partnership with The Gate | New York, the campaign’s multi-channel components will include TV, radio, print and digital ads. IMA will also extend the theme across social media and integrated communications platforms. To target millennials and young professionals, the campaign includes a new Hulu and YouTube advertising strategy. The campaign’s tagline, “You’ve Got to Earn it,” refers to how every CMA certificate – 55,000 and growing rapidly – has been earned through rigorous testing of the management accounting body of knowledge.

“Robots and AI have entered the accounting world. While a concern to some, their presence does not bother the confident business executive at the center of our humorous campaign. Instead, he focuses on larger strategic issues, and delegates lesser tasks to a cadre of robots who work for him,” said Beau Fraser, president, The Gate | New York.

Since launching the “You’ve Got to Earn It,” campaign, IMA has seen significant growth in its membership and in the number of CMA candidates. In its most recent fiscal year, IMA experienced record-breaking growth for the CMA program, bringing the total number of candidates to 42,000. IMA’s total membership also increased by 11 percent in the last year, raising total membership to more than 90,000, and putting IMA on track to reach 100,000 members by its 100<sup>th</sup> anniversary in 2019.



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## PRESIDENT'S MESSAGE



On October 17<sup>th</sup>, we had 25 students from Hiram and Case that joined IMA members to attend the student night technical meeting at WhirlyBall. We fielded 4 teams with a team of 4 Hiram students winning the contest. We talked about the different student programs IMA offers for students and members. Make sure you check out the Career Driver tool that all members have access too.

October was our last technical meeting for the year but if you are looking for CPE the last two months of the year have no fear - our annual Controller's Workshop is on November 17th.

This conference offers 8 hours of CPE and is our most attended event of the year. If you attend the conference it helps us provide accounting scholarships to students and put on technical meetings in the month for 1 hour of CPE at \$25 with dinner.

This year we have a great program that will have sessions on:

- What's new in tech trends to watch
- Why organizations should make comment letters?
- Strategies to make your company more inclusive for employees.
- Asset evaluation
- Fraud prevention Suggestions
- Tax Reform in 2017 Why, What and When

Make sure you head to our website to register for the event. We are expecting a sell out again this year so reserve your seat! The board looks forward to seeing you at an event in the near future!

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  
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sandra.brenner@basf.com.



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



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## ***RECOGNIZING TOP LEADERS IN FINANCE***

### **Recognizing Top Leaders in Finance**

Last month, IMA® (Institute of Management Accountants) hosted a networking event for top accounting and finance leaders located in the Cleveland area. The event in Cleveland is part of a quarterly series of IMA-hosted CFO recognition events. IMA honored senior finance leaders from Babcock & Wilcox, The Goodyear Tire & Rubber Company, The J. M. Smucker Company, and TimkenSteel Corporation for employing best practices in their accounting and finance operations.



IMA honors leaders in accounting and finance in the Cleveland area.

In addition to honoring senior practitioners, the event series provides an opportunity for professionals, including CFOs, vice presidents and controllers, to discuss and engage on key issues that organizations face within their specific region and around the world.

Throughout the year, IMA hosted CFO recognition events in San Diego, Baltimore, and Cleveland. The final event for 2017 is scheduled for mid-November in Atlanta. Locations for next year have already been confirmed as the series will take place in Irvine, Calif.; Boston; St. Louis, Mo.; and Raleigh, N.C.

The cost for attendance is free; however, CFO recognition events are closed to the general public and registration is limited. For more information, please contact Sam Walker, IMA director of business development, at (678) 640-5027 or [swalker@imanet.org](mailto:swalker@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
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-  Financial Close and Reporting
-  Leadership & Professional Development
-  Accounting Hot Topics
-  Governance, Risk Management, and Internal



## 2017-2018 BOARD OF DIRECTORS

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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
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VP Membership	TBD		
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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	johnashba@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	jfsenderak@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, Jan 9, 2017	Noon conference call
Tuesday, Jul 25, 2017	6 PM in person	Tuesday, Feb 13, 2018	Noon conference call
Tuesday, Aug 8, 2017	6 PM in person	Tuesday, Mar 13, 2018	Noon conference call
Tuesday, Sep 12, 2017	Noon conference call	Tuesday, Apr 10, 2018	Noon conference call
Tuesday, Oct 10, 2017	Noon conference call	Tuesday, May 8, 2017	Noon conference call
Tuesday, Nov 14, 2017	Noon conference call		
Tuesday, Dec 12, 2017	6 PM in person		





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# 2017 - 2018 TECHNICAL MEETINGS

EVENTS

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 - LinkedIn
Friday, November 17, 2017	6:00 PM	Controller's Workshop
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	Five S - ISO Certification
Tuesday, May 15, 2018	6:00 PM	TBD
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



CONGRATULATIONS

### Years Members

28	Timothy Murphy
25	Robin Schade
16	Philip Weihe
16	Dale Kime
10	Michael Newkirk
7	Beth Donaldson
7	Mark Rice
3	Edward Niedoba
2	Micayla Fern
1	Yan Huo

### 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.

## New Members





### 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.  
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## THINGS TO CONSIDER ABOUT CMA CERTIFICATION



### Cleveland East Chapter Gleim IMA Chapter Partnership

Cleveland East Chapter members receive a significant discount off all Gleim CMA and CPE study materials including the new ethics course. Your Cleveland East IMA Chapter has partnered with Gleim to ensure your success on the CMA exam! Working together, we will provide you the necessary study tools to prepare for this difficult exam. Gleim has been preparing candidates for success with their extensive self-study course for over 30 years! The Gleim Review System enables you to identify your weak areas so you know where to focus your efforts and GUARANTEES that you will pass each exam part the first time. Our goal is that you achieve success while minimizing your frustration, cost, and time. As a member of the chapter, you are eligible for significant discounts on any of Gleim's CMA materials, as well as Gleim CPE.

To learn more about the program, or to print order forms, visit the Cleveland East Chapter website.

Gleim is excited to partner with Tri-C Corporate College to offer a live review for the Certified Public Accountant exam. This review will be held at the Corporate College East campus with weekly sessions specifically designed to help you pass the exam quickly and effectively.

This offering is unique in terms of its affordability and the one-on-one attention you will receive. These review courses provide candidates with the tools, information, and knowledge necessary to pass the CPA exam the first time.

If you are a candidate who wants to pass the CPA exam quickly and appreciates the added value of a live instructor, call Sheryl Hunt today at (216) 987-0233 or email [sheryl.hunt@tri-c.edu](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.

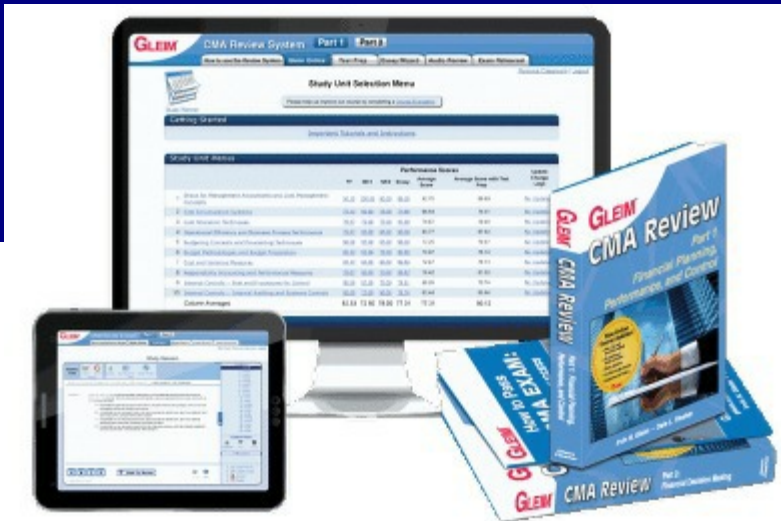
### Professional Recognition

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

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

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## YOU CAN USE

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

### 3 Ways to Generate 'Silver Linings' From Regulatory Compliance Work

[www.cleveast.imanet.org/partners/accountempsNov2017.pdf](http://www.cleveast.imanet.org/partners/accountempsNov2017.pdf)

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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

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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 - November

### The Energy Journey: How to Reduce Energy Spending AND Drive Long-Term Impact

Inside Talk

November 01, 2017 01:00 PM - 02:00 PM

### Why High-Growth Companies Stumble with Sales Tax

Inside Talk

November 14, 2017 01:00 PM - 02:00 PM

### Internal Controls and Sustainability Data: Closing the Confidence Gap

Inside Talk

November 20, 2017 01:00 PM - 02:30 PM

### 2018 Buyer's Guide to Automated Expense Report Software

Inside Talk

November 29, 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

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## Webinar Schedule - December

### Essential Leadership

Leadership Academy

December 05, 2017 01:00 PM - 02:30 PM

### Harness Predictive Technologies to Improve Demand Planning and Increase Forecast Accuracy

Inside Talk

December 06, 2017 01:00 PM - 02:00 PM

### The CMA Exam: Navigating Multiple Choice Questions

Inside Talk

December 12, 2017 10:00 AM - 11:00 AM

[Join Now](#) or Login to Register

### Best Practices for Year-end Audit Prep

Inside Talk

December 13, 2017 01:00 PM - 02:00 PM

Webinar Archives

IMA Members:

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# 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.

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