



The Association of  
Accountants and  
Financial Professionals  
in Business

CLEVELAND EAST CHAPTER

INSTITUTE OF MANAGEMENT ACCOUNTANTS

MAY 2018

**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

## May technical meeting

### Accounting employment update

By Dale Kime & Ann Marie Prebish

Tuesday, May 15 at 6PM

Doubletree Inn,  
Beachwood

No June or July meetings  
- see you in August



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## MAY TECHNICAL MEETING

# **May Presentation: Accounting Employment Update** **By Dale Kime & Ann Marie Prebish**

### **Talking points:**

- Trends in job openings within Accounting & Finance
- Finance and Accounting Career outlook
- Top skills employers are seeking in accounting & finance
- projections on job market for accounting & finance

### **Dale Kime:**

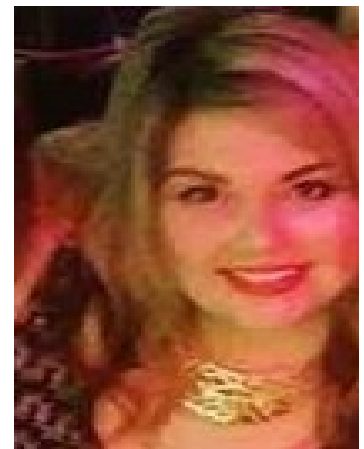


Dale is an Account Executive for Kelly Financial Resources, the Accounting & Finance Specialized Staffing Group within Kelly Services, Inc.

Dale obtained his Bachelor's Degree in Business Administration, with an emphasis in Finance from Cedarville University. He has been a member of the Institute of Management Accountants Cleveland East Chapter, where he was a past Board Member. Dale has been in the financial and accounting staffing service industry for over 15 years.

### **Ann Marie Prebish:**

Ann Marie is an Account Executive for Kelly Financial Resources, the Accounting & Finance Specialized Staffing Group within Kelly Services, Inc. Ann Marie obtained her Bachelor's degree in Business Administration graduating with honors from Campbell University in North Carolina. She is a member of the American Payroll Association and recently became a member of the Institute of Management Accountants Cleveland East Chapter. She has been in the staffing industry for 5 years and has focused primarily on Information Technology and Accounting and Finance.



  
**DOUBLETREE**  
BY HILTON  
Park East Drive  
Beachwood



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You are Invited to an  
Educational Workshop  
Hosted by Ernie Brass  
Presented by Ben Pahl  
From Liberty One Investments

## Tactical Income Solutions

A Guide to changing the way you think

Change the way you think about your  
money and change the way you live  
your life!

**June 7, 2018 at 5:30 PM**

Riders Inn 792 Mentor Ave.  
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*Light Refreshments will be served*

RSVP to Ernie Brass at  
ebrass@moneyconcepts.com

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### IF YOU ARE:

- 1) Frustrated with low interest rates?
- 2). Looking for conservative Investment ideas to help grow Assets?
- 3). Seeking simple and effective retirement planning strategies?

**Then this program is for you**

*This program qualifies for 2 hrs. of  
CPEs for accountants*





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## ***STUDENT LEADERSHIP CONFERENCE***



Learn how you can spark your career at IMA's Annual Student Leadership Conference. You'll hear from inspiring speakers, create a network of contacts, and connect with industry leaders in a dynamic, friendly environment. The Student Leadership Conference is held each November.



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

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## PRESIDENT'S MESSAGE



**O**UR MAY MEETING will be held at the Double tree where Kelly Employment Services will be giving us an employment update.

The April meeting was held at John Carroll. The topic was 6 SIGMA and our speaker offered to send all who attended a copy of her overheads.

In March we tried something new with our technical meeting we offered two hours of CPE on Ethics. We are going to try this again next year so members can plan on it.

The Cleveland East board for 2018-19 has been submitted but that doesn't mean you can't get involved. Reach out to me or another board member and discuss how you can get involved in the IMA. This is a great way to meet a variety of people in the Cleveland area and beyond. We look forward to three new members have already expressed an interest in joining the board for the 2018-2019 year.

See you all there.

I hope everyone has a safe and happy Memorial Day.



### 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

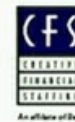


Harry Lader, Ph.D.  
Certified MOS Expert

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Member of the Institute of Management Accountants  
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[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)

## ANNOUNCING OHIO REGIONAL COUNCIL'S ANNUAL LEADERSHIP TRAINING WORKSHOP MAY 18<sup>TH</sup> & 19<sup>TH</sup>



Dear Chapter Officers,

I'm very excited to tell you about this year's annual Leadership Training Workshop (LTW). The program is designed for all chapter board officers both new and seasoned. We have a tremendous event planned for you this year. This year's program will be held on May 18<sup>th</sup> & 19<sup>th</sup> at the Courtyard Marriott, Columbus, OH. The program is designed to help you to achieve excellence on your chapter's board.

### Friday, May 18th



#### Ohio Council Meeting – Picasso's Art Studio- 4:00 PM

All Ohio Council Board members and Incoming Chapter Board members are welcome to participate

#### Dinner and Art following the board meeting

1974 N Mallway Dr, Upper Arlington, OH 43221

Ohio Council Board Members and Ohio IMA Chapter Board Members

– No cost [Guests \$50 per person, subject to availability]

### Saturday, May 19<sup>th</sup>

#### Leadership Training Workshop

Location – Courtyard by Marriott Columbus West

2350 Westbelt Drive

Columbus, OH 43228

8:00 – 8:30 Continental Breakfast

8:30 – 2:00 LTW Program



A room hotel block has been secured at Courtyard by Marriott Columbus West 2350 Westbelt Drive Columbus, OH 43228 - (614) 771-8999. Please make your hotel reservation early, as space is limited. You will be responsible for your hotel bills. Deadline for reservations is Tuesday, April 17th. Room rate is \$129.00 per night, plus taxes. To make hotel reservations, call (614) 771-8999. Room block is under IMA Columbus.

If you have any questions, please contact me at [cwlevine@gmail.com](mailto:cwlevine@gmail.com) or 513-532-4720



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## *Reasons to join IMA*

### **Chapter activities**

#### **Professional Educational Programs**

Professional Educational Programs combine education, networking, and social activities to help members stay current with the latest in management accounting—and earn NASBA-approved CPE credits. Organized and attended by members at a local level, the meetings feature presentations by local speakers who can tailor topics according to group needs. The smaller size of the meetings allows for a free flow of ideas, and peer discussions further foster knowledge exchange.

#### **Networking Activities**

Networking is an excellent opportunity to make new friends and business contacts and socialize with peers in a relaxed atmosphere. An informal setting can create the right context for mutual help—one person's experience may answer another's problem and vice versa—and give members more exposure to different areas of accounting.

#### **Leadership Training**

Called “the best management training,” leadership activities are open to all members. Serving on a chapter board is an especially good way to experience every phase of management.

#### **Mentorship Initiatives**

Mentoring is a valuable way to inspire and support the next generation of management accountants. By building in-depth relationships with young professionals and students, members can provide seasoned guidance for those aspiring toward the same career path.

#### **Community Service Programs**

Community service programs provide the chance to engage in skills-based and civic-service volunteering. Projects range from consulting for new and growing small businesses to beautification efforts and donor drives in local communities. These programs offer members a way to contribute in an organized and effective manner while developing their own management skills.



# IMA ANNUAL CONFERENCE

**ACE2018 | INDIANAPOLIS**

IMA's Annual Conference & Expo

— ∞ —  
**JUNE 16-20, 2018**



## Mark Your Calendar!

**Registration for ACE2018 will open mid-February. Start planning your trip to Indianapolis today!**

**Register by March 31 to get these early bird rates:**

Member: **\$1,250**

Nonmember: **\$1,500**

## 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) 946-1952
Secretary	Enrico Varricchio	emdnv@oh.rr.com	(216) 368-2822
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) 946-1952
VP Membership	TBD		
Director - Newsletter	Carol Kuczer	ckuczer@ddr.com	(216) 755-5746
Director - Social Media	TBD		
Director Student Scholarships	TBD		
Director Academic Relations	TBD		
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) 478-7612
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, 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



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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 - 2 hour cpe
Tuesday, April 17, 2018	6:00 PM	Lean 6 Sigma at John Carroll University
Tuesday, May 15, 2018	6:00 PM	Accounting Employment Update
Thursday, April 26, 2018	8 AM - 5 PM	Annual Meonske Conference Pre-Conference Workshop
Friday, April 27, 2018	8 AM - 5 PM	Annual Meonske Conference

## Member Anniversaries

## IMA GLOBAL CORE VALUES



CONGRATULATIONS

### Years Members

59 Richard Kavicky  
16 Lu Yu  
9 William Brandon  
8 Claressa Collins

### *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

Irina Leuchtag



## CFO to CEO: 4 Tips for Making the Move

For many CFOs, the aspirational next step along their career path is becoming CEO.

It appears many financial leaders are interested in rising to the CEO role: In a **Robert Half Management Resources survey**, nearly two-thirds (64 percent) of CFOs said they were either somewhat or very motivated to be the CEO at their company.

It's only natural for CFOs to aspire to the top leadership job. Excellent fiscal management skills, ideas for improving business efficiency and **controlling costs**, broad and deep economic and business awareness, and experience with investor stakeholder management are just some of the attributes that these executives can bring to the CEO position.

CFOs do face stiff competition for the CEO's chair. An executive vice president, the chief operating officer (COO) and the chief information officer (CIO) are often contenders, for example. There may be external candidates in the mix as well.

So, if you're a senior-level financial executive who's eager to take the helm at your company someday, it's wise to take steps now that can help improve your odds of being considered for the CEO role when the opportunity arises:

### 1. Deepen relationships throughout the organization

CFOs are expected to weigh in on a wide range of business matters that their organizations face, from compliance and regulatory issues to internal controls and taxes to major transactions and other significant changes. And in recent years, **most CFOs have seen their influence expand** beyond the accounting and finance function. However, those in the position of selecting the next CEO may not realize how well-rounded the company's CFO may be.

Step up your efforts to build a solid understanding of how other teams in the business operate on a day-to-day basis and look for opportunities to help support and collaborate with other top executives in the organization. For example, **in many companies today the CFO and CIO work together regularly** to make decisions about technology investments and manage risks.

Strengthening your relationship with the firm's general counsel can be beneficial, too. You can deepen your knowledge of issues such as intellectual property, contracts and business litigation — matters that any CEO should understand well.

### 2. Prepare your successor

Being indispensable is not necessarily a positive thing when you're aiming for the next rung on the career ladder. High-performing CFOs could be skipped over for a promotion simply because the organization feels it can't do without them in their current role.

## CFO to CEO: 4 Tips for Making the Move - continued

One way to neutralize this obstacle is to **groom a successor**, which will help to ensure continuity in the finance department. (It's important to be proactive about this process, anyway, because it can take time to find and prepare a promising candidate for a leadership role.)

### 3. Network with other executives

The more industry leaders you have within your circle, the more you'll learn about accepting the CEO's mantle. The CEO's responsibilities are diverse — and heavy. To handle them adeptly requires not only a thorough understanding of the entire organization, as explained earlier, but also the landscape in which the business operates. That includes the company's industry and key markets, as well as any dynamics — economic, regulatory, technological and more — that could impact its operations.

Successful senior executives stay informed, and keep pace with change, by networking with their peers. Take time to attend or contribute to industry events, get involved with relevant professional organizations, and, of course, cultivate a strong professional network and raise your visibility online by participating in social media outlets such as LinkedIn and Twitter. More than half of CFOs (54 percent) recently interviewed for a survey by our company said **staying on top of professional and industry trends is a key benefit** of using these platforms.

Consultants can also provide valuable insights and best practices that they've acquired through their work for various organizations. So, building a rapport with the consultants your business engages, and inviting them into your professional network, can be well worth the effort.

### 4. Take on consulting positions

If the CEO job in your organization is not likely to be available anytime soon, or you just want to explore other career options, you might want to consider taking the consulting path, too.

**Working as an interim CFO** is an opportunity to take on new professional challenges, acquire more knowledge, hone existing skills and expand your network. Your experiences as a consultant could also open the door to new career opportunities. For instance, the exposure and relationships you gain could make you a top-of-mind candidate for a CEO role in the future.

Not every CFO wants to be their company's leader. But if you're one who does, it's important to begin laying the foundation now that can help you reach that top role when the time is right.

Accountemps, a [Robert Half](http://roberthalf.com) company, is the world's first and largest specialized staffing firm for temporary accounting, finance and bookkeeping professionals. Accountemps has 300 locations worldwide. More resources, including job search services and [career advice](http://roberthalf.com/career-advice), can be found at [roberthalf.com/accountemps](http://roberthalf.com/accountemps).

###





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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.

## THE GOLD STANDARD

### Salary

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

### Competitive Advantage

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



### Review Schedule Based on Gleim Publications Corporate College:

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

### Personal Satisfaction

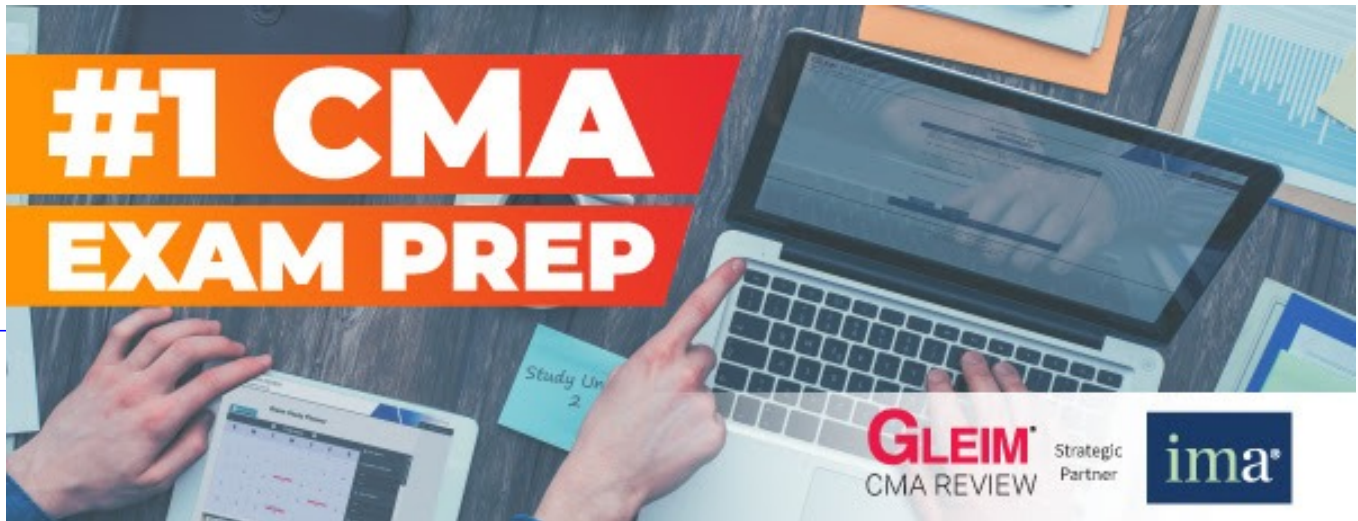
Prove your ability to become a strategic business partner, while you also enhance your self-confidence, your sense of accomplishment, and your resume.

### Professional Recognition

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

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

**GLEIM**



**MAKE 2018 YOUR YEAR TO BECOME A CMA!**

Gleim set the standard with the first CMA course over 35 years ago. Today, Gleim is still trusted to provide you with everything you need to pass the CMA exam.

**SAVE 10% NOW ON THE #1 CMA REVIEW COURSE**



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- Unparalleled support from team of exam experts
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\*Discount expires March 16, 2018 and does not apply to previous purchases.

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



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### ***Advancing the profession***

IMA is dedicated to rebalancing the accountancy profession by educating society regarding the business building role of management accountants and finance professionals working inside organizations.

### ***Certified Management Accountant (CMA®) - The Gold Standard***

Join a leading group of professionals who have advanced beyond the practical accounting skill set by earning IMA's prestigious global certification, the Certified Management Accountant (CMA®).

Evolve into a strategic business partner committed to a standard of excellence grounded on a strong ethical foundation and a lifelong commitment to learning.

Position yourself for career advancement and greater earning power. Gain a significant competitive advantage while demonstrating accounting, finance, information management and strategic planning skills necessary to drive business performance in the changing global economy.

#### **VISION STATEMENT**

The world's leading association for management accounting and finance professionals.

#### **MISSION STATEMENT**

To provide a dynamic forum for management accounting and finance professionals to develop and advance their careers through certification, research and practice development, education, networking, and the advocacy of the highest ethical and professional practices.







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# 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





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# Continuing Professional Education

*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 -

### Transformational Leadership

Leadership Academy

May 01, 2018 01:00 PM - 02:30 PM

[Join Now](#) or Login to Register

### Diversity & Inclusion: What's Really Important to Gen Y & Z

Inside Talk

May 07, 2018 01:00 PM - 02:00 PM

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### Best Practices and Recommendations to Attract and Retain the New Workforce

Inside Talk

May 15, 2018 01:00 PM - 02:00 PM

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### Adopting the Right Organizational Culture

Inside Talk

May 30, 2018 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 has recently added the following courses to our Online CPE catalog:

- AICPA Clarified Attestation Standards
- Audit Evidence: Applications
- Choosing the Best Entity for a New Business
- CMA Ethics
- Compilation of Financial Statements -- Clarified Standards
- Cost Management Terminology and Concepts
- Individual: Above-the-Line Deductions and Losses (2017)
- Individual: Exclusions from GI (2017)
- Individual: Itemized Deductions (2017)
- Internal Control: Basic Concepts for the External Auditor
- Introduction to Financial Statement Analysis
- Landlord and Tenant
- Limited Liability Companies
- Property Transactions: Character and Recognition for Property Sales and Exchange (2017)
- Valuing Inventory to Avoid Poor Pricing Decisions

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

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Please contact Debbie Martin by 02/16/2018 to take advantage of a special offer of up to 40% off the regular price of our CPE packages.

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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