



Catawba Valley Chapter

December 2017

Message from the President

Hello Members!

Did you get to our November Conference? It was a great day, the speakers were lively and we had great attendance – close to 60 for the live Conference and about 18 sessions of the Webinar. Thank you to all of those who volunteered their time to make this event turn out so well.

One of our goals is to educate and encourage others in the accounting and finance fields. Working toward that goal, this year we decided to offer Scholarships to students coming through these fields. We have received 5 applications for our Scholarship program and now we need volunteers to help determine which applicant(s) should receive the scholarship. We currently have 2 members and should have 5 in total. Please let me know if you are interested, or contact Mike Gahagan or Cathi Hall. This is a great opportunity to help support our Chapter and some new students at the same time.

Our website has a new look, to see the updated look, visit <http://catawbavalley.imanet.org>. We will be updating this regularly and adding pictures. If there is an article or something you would like to contribute, please contact Lindsey Huffman (lhuffman@carolinatrust.com).

For many years, our tradition has been to help a family or two from the Family Guidance Center with Christmas gifts. Many times something has happen that keeps one or both parents out of work for a period of time and that makes all home finances tight. Most years we have provided items for children and included something for the whole family, like games, movie passes to the Carolina Theatre or a gas card. What a great way to put our Chapter resources to good use! Ann from the Family Guidance Center will provide us with the family information and some ideas from the family of things that are wanted or needed, then we shop until we hit our dollar amount. Do you have a few hours to spend purchasing gifts for a family in need? Please let me know if you are interested, just send me an email at emknauf@hsm solutions.com.

The meeting for December is 2017 Year End Tax Planning Considerations and will be presented by Melissa Shronce and Eric West of Davidson, Holland, Whitesell & Co. They will present what is currently in place for 2017 and will review what is currently proposed. Since that is a moving target at this point, I expect this could be very interesting. Please read the speakers' biographies farther in the newsletter.

Accept my best wishes for you and your families to have a safe and very Merry Christmas,
Ellen

UPCOMING EVENT:

FRIDAY- DECEMBER 8, 2017

Luncheon Meeting
Lake Hickory Country Club

2017 Year End Tax Planning
Considerations presented by
Melissa Shronce and Eric West

MEMBERS - \$17
STUDENTS - \$10
GUESTS - \$20

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JOB OPENINGS

If your company is looking to fill a position and you'd like to advertise it in the IMA newsletter, please forward the ad to Beth Prewitt at dbprewitt@hsm solutions.com by the last day of the month preceding the month in which you want the ad to be printed.

Calendar of Events

DATES FOR 2017-2018 MEETINGS:

December 8th – Lunch meeting at LHCC
2017 Year End Tax Planning Considerations
January 18th – Joint meeting with APICS
February 16th – Breakfast meeting at LHCC
February 23rd-24th – WINTER CONFERENCE-Hilton Asheville Biltmore Park
March 16th – Late afternoon meeting (4-5:30) at LHCC
April 13th – Lunch meeting at LHCC
May 18th – Lunch meeting at LHCC

Mission Statement

To provide personal and professional development opportunities in management accounting, financial management and information management through education and association with business professionals and certification in management accounting and financial management to members in the Catawba Valley area.

RSVP to SHERONDA FOX at 828-328-2201, ext. 3223 or sffox@hsm solutions.com
by Tuesday before each meeting.

**2017 – 2018
Catawba Valley IMA
Officers**

President:	Ellen Knauf
President-Elect:	
Treasurer:	Beth Pernell
Secretary:	Charlie Nartker
Administration:	Charlie Nartker
Team Leader	
Communication:	Kim Gales
Team Leader	
Membership:	Danette Landrum
Team Leader	

**2017 – 2018
Catawba Valley IMA
Directors**

- **Publicity:** Kim Drum-Gales
- **Webmaster:** Lindsey Huffman
- **Asst. Webmaster:** Rhonda Young
- **CMA Program:** Ron Nicholson
- **Employment:** Beth Prewitt
- **Meetings (RSVPs):** Sheronda Fox
- **Newsletters:** Kelly Frank
- **Education:** Ron Nicholson
- **Student Activities:** Chelsea Ledford
- **Scholarship:** Mike Gahagan
- **Membership:** Rhonda Young
Dee Strickland
Brenda Craig
- **Carolina Council Delegate:** Ron Nicholson
Ellen Knauf



The Association of
Accountants and
Financial Professionals
in Business

IMA has updated their website. Please make sure your information for your profile is correct. To access you data go to www.imanet.org. Under the **IMA Membership** section click on **"LOG IN"**. Your log in is your **IMA membership number** and your **password** is your **last name**, then click on **"GO"**.

In the **upper right hand corner of the screen** you should see **"Welcome, (your name) | "My Profile" | "Logout"**, click on **"My Profile"**.

Now you can view and edit your information.

www.imanet.org
www.imacarolinascouncil.org
<http://linkup.imanet.org/catawbavalley/home>

Look/Go here:

- * **Employment opportunities**
- * **RSVP for the monthly meetings**
- * **Give us feedback**

http://www.linkedin.com/groups/Catawba-Valley-IMA-Chapter-4576209/about?trk=anet_ug_grppro
<http://www.facebook.com/pages/Catawba-Valley-IMA-Chapter/133913923378743>

IMA Catawba Valley Chapter
P.O. Box 2132
Hickory, NC 28603

Are you taking advantage of your IMA benefits?


IMA members are eligible for special offers from leading brand partners, providing discounts on:

- **Insurance**
- **Office supplies**
- **Travel**
- **Executive recruitment**
- **Other business services**

Learn more about these by visiting--www.imanet.org or calling 1-800-638-4427

CMA® Certification

Our Chapter has a rich history of almost two decades of providing support to members in earning the CMA. Many are enjoying the benefits of being a CMA because of this intensive support. Large discounts are currently available on Gleim review materials. [Click here](#) to find contact information for CMA Review. Take advantage of our experience and tell us your needs!



Achieve success in 2017 with the help of a Professor-Led CMA Review

Presented by the Catawba Valley IMA Chapter and **GLEIM®**

ON-DEMAND PERSONAL COACHING

Enjoy

- Premium Gleim CMA Review System
 - Unlimited access to professors
 - Extensive coverage of practice multiple-choice and essay questions
 - Access Until You Pass®

Per part **\$795**

Both parts **\$1,495**

Send contact information with payment to: IMA Catawba Valley Chapter
PO Box 2132 | Hickory, NC 28603

Enroll Now! Class size is limited.

Professor Ron Nicholson, CMA, MBA
ronnicholson@compascable.net
828.438.1019

GLEIM DISCOUNT

All members of the Catawba Valley Chapter IMA may now purchase all CMA materials and online CPE at a discount of 20-30%. This includes pre-discounted sets. Standard shipping and handling will apply.

ABOUT THE SPEAKERS:

Biography of Melissa Shronce, CPA

Melissa Shronce is a tax partner in the Hickory office of Davidson, Holland, Whitesell & Co., PLLC, and has been with the firm over twenty years. Ms. Shronce graduated from Appalachian State University in May, 1993, with a Bachelor of Science degree in Business Administration. During her career with DHW, Ms. Shronce has gained experience in tax matters concerning corporations, S-corporations, individuals, partnerships, and limited liability companies. In 1995, Ms. Shronce became involved in the firm's employee benefit plan practice. She now handles all aspects of the firm's benefit plan engagements, including planning, coordinating, and reviewing audits and Form 5500's that are prepared by the firm.



Ms. Shronce is also responsible for the daily supervision and review of the tax department staff. She coordinates tax return preparation and employee benefit audits to ensure that the engagements are performed efficiently and with integrity. Ms. Shronce routinely completes at least 40 hours of continuing education, of which a portion is devoted to employee benefit plan audit issues, as well as tax issues. She also attends the Annual National Employee Benefit Plan Conference that is sponsored by the AICPA.

Ms. Shronce is a member of the American Institute of Certified Public Accountants and the North Carolina Association of Certified Public Accountants. She is also active in the community as a member of the

Board of Directors and treasurer of the Hickory Soup Kitchen. She is a past board member for the Catawba Science Center, the Granite Falls Business and Professional Women's Club, and the Granite Falls Kiwanis Club.

DHW is an independent member of the BDO Alliance USA, which is a nationwide association of independently owned local and regional accounting, consulting, and service firms with similar client service goals. As an independent member of the BDO Alliance USA, DHW can expand the services offered to clients by drawing on the resources of BDO USA, LLP, one of the nation's leading professional services firms, and other Alliance members.

DHW consistently receives the highest marks for its system of quality controls, and was ranked in the top 100 Best Accounting Firms to Work For by Accounting Today Magazine in 2016, 2015, 2014, 2012, and 2009. DHW is located in Hickory, North Carolina.

Biography of Eric West, CPA

Eric West is a Senior Tax Manager in the Hickory office of Davidson, Holland, Whitesell & Co., PLLC, and has over 20 years of combined experience in public accounting and private industry. Mr. West graduated from Lenoir-Rhyne College with a



Bachelor of Science degree in Mathematics and a Bachelor of Arts degree in Economics. Mr. West also graduated from Clemson University with a Masters degree in Economics and has a Masters degree in Accounting from Gardner-Webb University. Mr. West has extensive experience in tax return preparation of all entities as well as tax planning and mergers and acquisitions.

Mr. West is a member of the American Institute of Certified Public Accountants and the North Carolina Association of Certified Public Accountants. He is also a member of Mt. Olive Lutheran Church, the Alexander Central High School Band Parents, and ELCA National Youth Gathering Planning Committee.

DHW is an independent member of the BDO Alliance USA, which is a nationwide association of independently owned local and regional accounting, consulting, and service firms with similar client service goals. As an independent member of the BDO Alliance USA, DHW can expand the services offered to clients by drawing on the resources of BDO USA, LLP, one of the nation's leading professional services firms, and other Alliance members.

DHW consistently receives the highest marks for its system of quality controls, and was ranked in the top 100 Best Accounting Firms to Work For by Accounting Today Magazine in 2016, 2015, 2014, 2012, and 2009. DHW is located in Hickory, North Carolina.

Catawba Valley Goals for 2017-2018										Completed	Notes
Calendar year is May 1-April 30		1	2	3	4	5	6	7	8		
1	Publish six publicity items: Includes Meeting announcements, Events and Conference	5/7	8/20	9/6	10/8						Kim
2	Publish six additional publicity items:										Kim
3	Provide an IMA/CMA promotional mailing to potential members										
4	Sponsor a student night/event- a dedicated chapter meeting	9/21									Sept & March
5	Sponsor an IMA booth at a local job fair										
6	Provide formal mentoring opportunities for board members										Ongoing for chapter members
7	Make a guest presentation in classroom: discuss IMA certification opportunities										Ron/Chelsea others
8	Participate in a charitable event- REQUIRES multiple members										Christmas Family
9	Develop a written annual plan that aligns with Global's strategic plan										Board
10	Prepare an annual budget										Ellen/Beth
11	Hold regular scheduled board meetings	6/29	8/16								4 minimum
12	Hold a Chapter Management Session to train incoming officers										Ron
13	Publish 8 informational communications to board or chapter members	5/17	6/17	7/1	8/1	9/1	10/2	11/3	12/1		Newsletters-4 minimum
14	Publish 4 additional informational communications to board or chapter members										IMA newsletters
15	Provide support for a regional or council IMA activity										Winter Conference
16	Two board members attend Council's Spring Leadership Training Session or Chapter Leadership Effectiveness workshop										Ellen & Ron, Others?
17	Attend two volunteer leaders teleconference calls	5/8 Ellen	11/14 Ron								Any Board Member
18	Submit best practices ideas to the Chapter & Council Best Practices Forum										
19	Maintain more than 5 active board members for the year										Board
20	Publish an annual chapter program book of events or chapter roster										Lindsey/Rhonda
21	Facebook and LinkedIn										Links are on website
22	Sponsor Student Chapter										
23	Organize and Participate in a Plant Tour by a member of finance										
24	Have a chapter member serve on a Global Committee or Global Board of Directors										Ron & Ellen

25	Attend at least two council meetings (by telephone conference call)	Ellen 7/29	Ellen 10/20									Ron & Ellen
26	Member to publish article in <i>Strategic Finance, Mgmt Accounting Qtrly</i>											Publish by 3/31
Items below are Extra Credit. These show our dedication to the CMA program and push us to winning a Banner each year												
E1	Promote CMA certification in publication											2 success stories 25 points
E2	Director for CMA program position assigned, hold 2 activities for program											25 points-Ron
E3	Promote CMA through 2 special communications to a targeted group											50 points -NOT newsletter
E4	Promote CMA through a presentation to a university or targeted group											10 attendees 50 pts, 20 attendees 100 pts
E5	Establish structured mentoring relationship w/survey returned to Global for CMA Exam											1 relationship is 75 pts, 2 or more are 150 pts CMA review Ron
E6	Sponsor/actively co-sponsor CMA Review Course 3 classes w/review											3 classes is 100 pts, 6 classes is 200 pts
E7	Promote CMA to Corporate, Government or NonProfit of 5 or more											25 points

STUDENT CHAPTER NEWS:

We are pleased to announce that LACY SANCHEZ has transferred to our Chapter from New York. Recently, she met with some of the Board members to discuss her interest in helping us grow a Student Chapter. She is taking on that challenge and will be working with CHELSEA LEDFORD from CVCC, also a new member this month.

Lacy has been working for Corning since 2015 supporting anti-dumping litigation and is currently the Plant Controller at the start up in Newton. Prior to that she worked for HNI and held various Accounting and Production Line Manager roles. She holds a BA in Finance, and an MBA, and is a CMA as well.

Originally from the North East Iowa area, Lacy lived in upstate New York and is currently living in Hickory. Please welcome Lacy and her family to our Chapter.

Many of you have met Chelsea Ledford, she has attended several of our Chapter events. We are pleased to announce that she became an official member in November, taking advantage of our \$100 membership discount for attending the November Conference, and joining with 1 month of the event.

Chelsea grew up in West Jefferson NC. She completed her BS in Business Administration concentrating in Accounting. She followed that up with a Master of Accountancy in 2012. While working for Western Piedmont Community College in Accounting, she realized passion was teaching. She started as a full time Instructor for Catawba Valley Community College in August of 2016. Chelsea is currently one of the advisors for the Accounting & Business Club at CVCC.

It is great to have Chelsea and her husband, who live in Morganton in our chapter.

APICS Foothills press release – November 2017
For immediate distribution



The Foothills APICS Chapter will hold an educational event / review class in the Hickory (NC) area for the CPIM module – Basics of Supply Chain Management. Classes will be held on Thursday evenings (6-9 PM) beginning 25-January 2018 and will last 7-9 weeks (location to be announced later). The cost to attend is \$800 for APICS PLUS members (\$950 for non-members & APICS CORE members). Both a participant workbook and on-line study tools are included.

Topics covered in the BSCM module include:

- Demand Management
- Master Planning
- MRP
- Capacity Management
- Purchasing
- Inventory Management
- Execution and Control
- Physical Distribution
- Continuous Improvement

Program Benefits:

- Led by experienced and certified instructor
- Classroom environment ensures that you will stay on track with your studies
- Peer discussions help reinforce learning materials.

To pre-register or for more information contact Mike Carpenter at Mike.Carpenter@PrysmianGroup.com

The APICS Certified in Production and Inventory Management (CPIM) program provides you with the ability to understand and evaluate production and inventory activities within a company's global operations. APICS CPIM helps you master essential terminology, concepts, and strategies related to: demand management, procurement management, supplier planning, material requirements planning, capacity planning, sales and operations planning, master scheduling, performance measurements, supplier relationships, quality control and continuous improvement.

The APICS Foothills Chapter serves Hickory, Lincolnton, Gastonia, Morganton, Lenoir, Boone and the surrounding areas. The chapter is committed to developing members' professional education and networking opportunities and offers training to local businesses.