



Catawba Valley Chapter

December 2018

Message from the President

Hello Members!

What did you think of our November Conference? Due to some scheduling issues with a couple of speakers, Rhonda & Ron really worked to fill in the blanks, and I think they hit it out of the park! The Conference Center upgraded the screens making it much easier to see the slides, and the food was excellent. 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, we offer the Joseph F Ryan Student Scholarships to students coming through these fields. This year, we have three strong applicants and are in the process of reviewing them now. We are expecting to make that selection by December 10th.

Again this year, our Chapter will help a family or two from the Family Guidance Center celebrate a better Christmas by providing gifts and other essentials. The Family Guidance Center provides services to families, sometimes there is a medical issue that keeps a parent from working, making finances tight. For the last several 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. Ann from the Family Guidance Center will provide us with the family information and some ideas from the family of things that are needed or wanted. 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.

Our December lunch meeting is early this year, December 7th. We are excited to have Melissa Shronce and Eric West of Davidson, Holland, Whitesell & Co. join us for a presentation on a 2018 Tax Year Update. Melissa and Eric have always given us a great recap of what has happened and an insight to legislation that may be coming in the new year. This will be an interesting presentation. Please plan to join us.

I am thankful for your continued support and membership in our Chapter. Please be safe this Holiday Season, and accept my best wishes to you and your families for a very Merry Christmas!

Ellen

UPCOMING EVENT:

FRIDAY- DECEMBER 7, 2018

Luncheon Meeting

Lake Hickory Country Club

Register 11:30 / Speaker 12:00

2018 Tax Year Update

**Melissa Shronce and Eric West
Davidson, Holland, & Whitesell**

MEMBERS - \$17

STUDENTS - \$10

GUESTS - \$20

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Calendar of Events

DATES FOR 2018-2019 MEETINGS:

- December 7th – Lunch meeting @ Lake Hickory Country Club
Tax Review by Melissa Schronce and Eric West of Davidson, Holland, & Whitsell
- January 17th – Joint Meeting with APICS, dinner, Lake Hickory Country Club
Laura Brewer of Lowes Home Improvement presents The Impact of Tariffs
- February 15th -- Lake Hickory Country Club – Breakfast Meeting
Leasehold Accounting -- David Parsons, Davidson, Holland, & Whitsell
- March 15th – Celebrating CMA's
- March 22nd – Asheville Spring Conference (full day event)
- April 19th -- Lake Hickory Country Club – Lunch Meeting
- May -- TBD

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@hmsolutions.com
by NOON on Tuesday before each meeting.

**2018 – 2019
Catawba Valley IMA
Officers**

President: Ellen Knauf
President-Elect:
Treasurer:
Secretary: Charlie Nartker
Prof. Education: Ron Nicholson
Administration: Charlie Nartker
Communication: Kim Gales
Membership:

**2018 – 2019
Catawba Valley IMA
Directors**

- **Publicity:** Kim Drum-Gales
- **Webmaster:** Lindsey Huffman
- **Asst. Webmaster:** Rhonda Young
- **CMA Program:** Ron Nicholson
- **Employment:** Beth Prewitt
- **Reservations:** Sheronda Fox
- **Newsletters:** Kelly Frank
- **Education/Webinar:** Rhonda Young
- **Student Activities:** Lacy Sanchez
Chelsea Ledford
- **Scholarship:** Donna Frushour
Kim Zahller
- **Membership:**
- **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
<https://Linkup.imanet.org/carolinasregionalcouncil/home>
<http://catawbavalley.imanet.org>

Look/Go here:

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

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

<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>

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 2018 with the help of a Professor-Led CMA Live Review

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

ENJOY

- Premium Gleim CMA Review System
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Spots are limited and do not include face-to-face class time.

Enroll Now!
Class size is limited.

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

Both parts \$1,495
Per part \$795

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 SPEAKER:

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.



ABOUT THE SPEAKER:

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.

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American Red Cross Volunteer Opportunity

The American Red Cross is always looking for volunteers to assist in various aspects of its mission to help the community when needs arise. Hurricanes Florence and Michael have been the most recent large scale examples where all skills and abilities of volunteers have been put to work over a wide area of area of destruction. But there are daily instances in which the needs are local, on a smaller scale but no less devastating to the clients. For example, over the November 4th weekend there were 11 incidents (mostly house fires) in our immediate area that the Red Cross responded to. These involved 11 different households and impacted the lives of 31 people. Two person responder teams were in the field at all hours providing physical and emotional support and setting wheels in motion for follow up and on-going support. The "back office" team worked in background to further the efforts.

Skills and backgrounds, such as ours, in accounting or inventory control, are always in demand to support the volunteers and professional staff in the field.

Currently there is a need for a volunteer in this region for an inventory specialist. The Red Cross has lots of supplies and equipment to keep track of for immediate deployment when disaster hits.

What does the organization have, where is it located, what condition is in, how can the logistics be worked to get the "stuff" to where it's needed.

Here is the job description provided:

Volunteer Position Summary

Responsibilities: To maintain the client assistance inventory spreadsheet and coordinate the biannual inventory audits for the Blue Ridge Piedmont Chapter

Skills/qualities needed: Responsible & trustworthy, have a basic level of Excel fluency

Time required: Flexible schedule consisting of approx. 20-30 minutes weekly with some additional time necessary when completing the May/November inventory audits

Location: All work can be completed virtually with an internet connection and a computer

Other: American Red Cross performs background checks on all volunteers during the application process

Contact:

Elizabeth Marcus

Disaster Services | American Red Cross Greensboro Chapter

1501 Yanceyville Street | Greensboro, NC 27405 | Main [\(336\) 333-2111](tel:3363332111)

elizabeth.harcus@redcross.org

Interested applicants should contact Elizabeth directly at her e-mail address.

Speaking personally, it was through a similar request to the IMA-Catawba Valley Chapter last Spring, that I got involved in the ARC. I have found the working interesting and challenging, the co-workers to be friendly and helpful in learning the systems and processes, and the sense of contribution to the community to be rewarding. The volunteer team is very professional and is one of most customer facing organizations that I have been associated with. I would recommend the experience to anyone who has time and skills to offer.

Thanks for considering this need.

Charlie Nartker

		Catawba Valley Goals for 2018-2019									
Calendar year is May 1-April 30		1	2	3	4	5	6	7	8	Completed	Notes
1	Publish six publicity items: Includes Meeting announcements, Events and Conference	7/8	8/5	8/26	9/6	10/28	11/11			Completed	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	9/20								Completed	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	11/28									Charlie & Lacy
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										Treasurer
11	Hold regular scheduled board meetings	8/6									4 minimum
12	Hold a Chapter Management Session to train incoming officers										President
13	Publish 8 informational communications to board or chapter members	5/1	6/4	7/2	8/1	9/3	10/8	11/2			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										
16	Two board members attend Council's Spring Leadership Training Session or Chapter Leadership Effectiveness workshop										ANY Board Member
17	Attend two volunteer leaders teleconference calls	9/27 ellen									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	X								COMPLETED	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										
25	Attend at least two council meetings (by telephone conference call)	6/23/2018									Ron & Ellen
26	Member to publish article in <i>Strategic Finance, Mgmt Accounting Qtrly</i>	June									
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	11/28/2018									1 delivery w/10 + to University = 50pts
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 clases w/review										3 classes is 100 pts, 6 classes is 200 pts
E7	Promote CMA to Corporate, Government or NonPorfit of 5 or more										25 points

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@hsmsolutions.com by the last day of the month preceding the month in which you want the ad to be printed.