



# Catawba Valley Chapter

January 2017

## Message from the President

Welcome to the New Year!

Did you enjoy your Holidays? Our shoppers did an awesome job to stretch our donation to a family with 5 kids – we provided items on the list and a few fun things as well. The family was very appreciative of the support we were able to provide. A big THANK YOU goes to Danette Landrum and Dee Strickland for the shopping and delivering for us this year!

Each year in January, we have a combined dinner meeting with the APICS Foothills Chapter, and this year is following that tradition. The meeting is on THURSDAY, January 12<sup>th</sup>, yes this is short notice – and I apologize for that.

The topic is “The Uncomfortable Reality of Slavery in the Supply Chain” and will be presented by William “Rick” Crandall, PhD from UNC Pembroke. The topic relates to global outsourcing--something that is very relevant today. Please join this meeting at the Catawba County Club from 5:30 to 7:30. This APICS Chapter provides a great connection between Accounting and Production – 2 departments that work hand in hand in manufacturing. Are you looking to commit just a few hours more to our Chapter? We have several small positions that could use a bit of your time. We need a Secretary (attends Board Meetings, and take notes), a couple people to send a large volume of emails prior to our conferences (2 times each year), a “techy” to help improve our Webinars, or even to work on ideas for new membership. If you have any interest at all, please contact any Board member. I enjoy hearing new ideas.

We have noticed our meeting attendance has dropped off over the past year. Tell me, what is keeping you away – is it the time, the location, the speaker topics, the cost? We want this to work for as many members as possible, so we need to hear from you.

Regards,  
Ellen

### UPCOMING EVENT:

**THURSDAY- JANUARY 12, 2017**

**Joint meeting with APICS**

**Catawba County Country Club**

**5:30**

**Speaker = William Rick Crandall, PhD**

**Members - \$15**

**Students - \$5**

**Guests - \$20**

### IN THIS ISSUE

- |     |  |
|-----|--|
| 1   | President's Message  |
| 2   | Calendar of Events/<br>Meeting Registration                      |
| 3-4 | 2016-2017 Officers<br>IMA information<br>Certification Offerings |
| 5-7 | Achievement Goals for<br>2016-2017<br>APICS Press Releases       |

## 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 Kelly Frank at [ksfrank@hmsolutions.com](mailto:ksfrank@hmsolutions.com) by the last day of the month preceding the month in which you want the ad to be printed.

## Calendar of Events

---

January 12, 2017

Joint Meeting with APICS

Location: Catawba Country Club

Speaker: William "Rick" Crandall, PhD.

Topic: The Uncomfortable Reality of Slavery  
In the Supply Chain

February 17, 2017

Luncheon Meeting

### 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 NIKKI SHOULDERS at (828) 267-7813 Ext 1123 or [snshoulders@elite-cs.com](mailto:snshoulders@elite-cs.com)**  
**by Tuesday before each Thursday meeting.**

To self register click here: [Register for meeting \(CTRL + click here\)](#)

2016 – 2017  
Catawba Valley IMA  
Officers

**President:** Ellen Knauf  
**President-Elect:**  
**Treasurer:** Ellen Knauf  
**Secretary:**  
**Administration:**  
 Team Leader  
**Communication:**  
 Team Leader  
**Prof. Education:** Karen Wilson  
 Team Leader  
**Membership:** Danette Landrum  
 Team Leader

2016 – 2017  
Catawba Valley IMA  
Directors

• **Assist. Treasurer:** Beth Pernel  
 • **Publicity:** Kim Drum-Gales  
 • **Assist. Secretary:** -----  
 • **Webmaster:** Lindsey Huffman  
 • **CMA Program:** Ron Nicholson  
 • **Employment:** Lisa Coffey  
 • **Meetings (RSVPs):** Nikki Shoulders  
 • **Newsletters:** Kelly Frank  
 • **Education Team:**  
 • **Direct of Student Activities:** Christy Land  
 • **Membership Team:** Shanon Crawford  
 • **Admin Team:** -----  
 Long Range Planning:  
 Carolina Council Delegate: Ron Nicholson



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](http://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](http://www.imanet.org)  
[www.imacarolinacouncil.org](http://www.imacarolinacouncil.org)  
[www.catawbavalley.imanet.org](http://www.catawbavalley.imanet.org)

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.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](http://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!

### 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.

		Catawba Valley Goals for 2016-2017 Year									
Calendar year is May 1-April 30		1	2	3	4	5	6	7	8	Completed	Notes
1	Publish <b>six</b> publicity items: Includes Meeting announcements, Events and Conference	5/2016	9/2016	10/2016	11/2016	12/2016					Kim
2	Publish <b>six</b> additional publicity items:										Kim
3	Provide an IMA/CMA promotional mailing to potential members	10/2016									Save the date Card for conference-Ron
4	Sponsor a student night/event- a dedicated chapter meeting	9/22/16									Oct & 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										Christy
8	Participate in a charitable event- REQUIRES multiple members	12/23/16									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	9/14/16									
12	Hold a Chapter Management Session to train incoming officers										Ron
13	Publish 8 informational communications to board or chapter members	5/2016	6/2016	9/2016	10/2016	11/2016	12/2016	01/2017			IMA newsletters
14	Publish 4 additional informational communications to board or chapter members										IMA newsletters
15	Provide support for a regional or council IMA activity										Fall Council conference
16	<b>Two</b> board members attend Council's Spring Leadership Training Session										Rep needed
17	Attend two volunteer leaders teleconference calls										
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
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										ideas?
24	Have a chapter member serve on a Global Committee or Global Board of Directors										Representative needed
25	Attend at least two council meetings (by telephone conference call)										Rep needed
<b>Items below are Extra Credit. These push us to winning a Banner each year</b>											
E1	Promote CMA certification in publication										25 points new spaper
E2	Director for CMA program position assigned										50 points-Ron
E3	Promote CMA through a special mailing to a targeted group										50 points (save a date card)
E4	Promote CMA through a presentation to a university or targeted group										75 points-Ron
E5	Establish structured mentoring program to assist members preparing for CMA Exam										150 points CMA review Ron
E6	Sponsor/actively co-sponcer CMA Review Course (volunteer support, use of educational/commnication for financial risk)										150 points-Ron