

Dear IMA Chicago Chapter Members,

In August I challenged the board to think of how they can create change in their positions & put their thoughts into action. It is the responsibility of leaders to create change for the communities they serve.

I would like to create change by ensuring the Chicagoland community feels supported & the members of this community are supporting one another. To put my thought into action I would like to hear from you. More specifically, I would like to hear about how someone created change for you and how their support positively improved your life & career.

Life's journey is a long road with a lot of bumps. Fortunately, there are supporters or mentors that help us steer clear of the bumps in the road and continue to drive us to success. Take time, reflect & think about where you are today and who helped you learn to drive, then think about how you can continue to pave the way for our future leaders.

Please feel free to email or call, whichever you prefer.

Kind Regards,

William T. Kernan
 IMA Chicago Chapter, President & Director of Student Activities
 Ph: (312) 636-6480
president.ima.chicago@gmail.com

“How wonderful it is that nobody need wait a single moment before starting to improve the world.”
 – Anne Frank

CHICAGO CHAPTER

THE ASSOCIATION OF ACCOUNTANTS & FINANCIAL PROFESSIONALS IN BUSINESS



Welcome to our IMA
 Chicago 9 New Members!

Nilla Cooper, Robert Hayley,
 Efe Sahinoglu, Sarah Perry,
 Rahul Suresh Wagh, Meng Li,
 Merriel Williams, Jason Szabo
 Sachidanand Das

Keep your eyes out....
 Coming soon, our next Member Survey
 on “Events”.

Your opinions are important to us!

In this Issue...

Message from the President	1
September Event	2
Our Future Events	3
Conducting a Video Interview with Style	4
CMA News	5
Educational Opportunities (CPE)	6
Board of Directors	7



SEPTEMBER 2012

JOIN US - THIS MONTH !!

IMA CHICAGO EVENT

TOPIC - Global Manufacturing Outlook: Fostering Growth through Innovation
Thursday, SEPTEMBER 13, 6:30 - 8:30 pm

While macroeconomic uncertainties still abound, global manufacturers are using the low-growth environment to ramp up their innovation activity, increase efficiency, and add value to their offerings simultaneously. KPMG's new report, *Global Manufacturing Outlook: Fostering Growth through Innovation*, examines an industry experiencing transformational shifts and the strategies manufacturing leaders are using to adapt to ongoing volatility, drive innovation, and position themselves for both top and bottom-line growth.

Where: Carleton of Oak Park Hotel,
1110 Pleasant St, Oak Park • (708) 848-5000

What: Small bites/appetizers, networking & speaker.

Guest Speaker: Gus Gaeta, Advisory Principal, KPMG

There will be no charge/fee for this event.



GUSTAVO GAETA

Advisory Principal

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Function and Specialization

Focus and specialization on cost optimization and business restructuring with knowledge of sourcing and procurement, manufacturing, inventory management, product development, sales and operations planning (SOP) logistics, logistic and third-party outsourcing.

Education, Licenses & Certifications

- MBA, Tulane University, LA
- BS, San Diego State University, CA
- BA, University of California, San Diego, CA

Professional and Industry Experience

Gus is a Principal and a member of KPMG's Business Effectiveness practice. He has over 25 years of experience assisting leading companies across a number of industries, including Diversified Industrials, Consumer Packaged Goods and Pharmaceutical to improve their operations and business performance. Gus has delivered complex and challenging engagements encompassing operations restructuring and integration, footprint/network optimization, facilities consolidation and process improvements across numerous functional areas with advanced expertise in the following domains:

- Corporate Strategy – Development of business and supply chain strategy, product profitability, customer and channel revenue optimization, portfolio/product analysis, metrics and score cards development, shared services, and third-party (3PL) outsourcing strategies.
- Business Restructuring – Business consolidation, realignment and divestitures, including: footprint optimization, distribution network rationalization, valuation assessment, operations due diligence, financial analyses and supporting business case for change.
- Supply Chain Realignment and Cost Optimization – Process improvement in the areas of inventory management, S&OP, product development, manufacturing, transportation management, demand planning, sourcing & procurement, service parts management, and customer service.
- Information Technology – ERP and supply chain requirement definition and application selections, and business case development

Representative Clients

Ford, Caterpillar, Nissan, Honda, Freightliner, Case – New Holland, Cooper Tire, Whirlpool, Panasonic, Avaya, Avnet, Phillips Electronics, Smurfit Stone, Raytheon, Bristol Myers, Kaiser Permanente, Perrigo, Coulter, Barton, Hershey, Coors Molson, Miller Coors, Campbell's, Shell, Heinz.



SEPTEMBER 2012

COMING NEXT MONTH....

IMA CHICAGO EVENT **TOPIC – Career Development** **Thursday, OCTOBER 18, 5:30 - 7:30 pm**

Where: The Palmer House, Potter Lounge (<http://www.potterschicago.com>)
The LOOP, in downtown Chicago

What: Appetizers, networking & speaker(s).
A special recognition night for our 2012 newly certified CMAs.

Fee: IMA Members \$20, Non-members \$30.

***Check out a relevant article on [Video Interviewing on Page 4](#).

FUTURE - SAVE THE DATE!

TOPIC – “History is Hott” Tour + Networking **Saturday, NOVEMBER 17, 12:30 - 2:00 pm**

Where: The Palmer House Hilton
The LOOP, in downtown Chicago

What: History Tour (<http://www.lockwoodrestaurant.com/history.aspx>)
3-course lunch & glass of wine

Fee: IMA Members \$55

The two-hour long historic luncheon and tour begins at 12:30 p.m. with a 45-minute lunch inside Lockwood, the property's modern American fare restaurant. A prix-fixe menu will be prepared featuring a salad and entrée along with the hotel's world-famous brownie and a glass of wine "to go" - serving as the ideal accompaniment for the tour afterwards. Guests will have the opportunity to meet and mingle with each other prior to the tour.

After lunch, guests will meet Ken Price, Director of Public Relations for a 45-minute tour featuring the historic hotel's art-deco lobby, grand ballrooms, guestrooms and vintage artifacts showcased throughout the famed property. These sites aren't typically open to the public, so guests on the tour will have an exclusive insider view.



SEPTEMBER 2012

Star Performance: Conducting a Video Interview with Style

Given the expense of flying in remotely located candidates for in-person interviews, more companies are conducting video interviews using Skype and similar technology. Internet-based videoconferencing tools allow employers to reach out to candidates virtually anywhere in the world easily and cost-effectively. While use of the technology is becoming increasingly commonplace in business, for many hiring managers, this is still unfamiliar territory.

Setting the stage for a positive video interview experience for both you and the candidate requires some planning and practice. Here are some tips for delivering a star performance:

Don't let go of best "offline" practices. Videoconferencing services like Skype allow you to schedule a meeting from almost anywhere — your home computer, your cubicle, even from a smartphone or tablet computer. However, no matter where you conduct an interview, don't let your surroundings interfere with maintaining a professional atmosphere. For instance, if you're working from home, dress as you would if you were conducting a formal, face-to-face interview with a candidate — after all, that's what you're doing, albeit virtually.

Also, if you're doing the video interview from your employer's office, remember that your webcam is the candidate's window into the company. Take care to select a location that is tidy, quiet and free of distractions. To ensure privacy, you may want to consider reserving a conference room. Let your colleagues know you'll be interviewing a potential hire and must not be disturbed — just as you would if you were meeting the candidate in person.

Treat your small screen like the big screen. When preparing to conduct a video interview, approach the process like a film or TV director and think about how to make the experience more "natural." For example, ensure there is ample natural light at your location and that it's directed onto your face, rather than from behind you, reducing shadows and glare.

Also, avoid leaning into the webcam because it can create visual distortion for your audience. However, look directly into the webcam, and not at the screen, when speaking to the candidate. In a face-to-face interview, maintaining eye contact is essential to making a positive connection with a potential hire — and it's no different in a video interview.

Account for technical difficulties and time delays. Videoconferencing is a convenient but imperfect technology. Its effectiveness depends on the speed of your broadband or DSL connections and how much network traffic is being carried on both your company's and candidate's systems at the time.

Even under the best of conditions, delays and "choppiness" in video and voice are common; work around these issues by speaking slowly and trying not to move around too much. Allow for a second or two of "dead air" to pass after a candidate finishes speaking before you deliver your next question or comment (think of TV news anchors conducting interviews via satellite). This will help to avoid awkward and confusing overlaps in the conversation.

If you've never conducted an interview via videoconference, don't risk making a poor impression by jumping into the process cold turkey. Practicing with a colleague can help you to build confidence and polish your skills before your debut. And always be prepared to rise above technical problems: Keep the candidate's contact information handy just in case you have to grab an old-school tool, the phone, to complete your conversation.

Accountemps, a Robert Half Company, is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The firm has more than 350 locations worldwide and offers online job search services at www.accountemps.com



SEPTEMBER 2012

IN THE NEWS: Employment of Accountants Expected to Grow 16% over Next Decade (U.S. Bureau of Labor Statistics); IMA Cites Certification as Competitive Advantage

Accounting continues to be a growing profession with steady employment projections. According to the newly released U.S. Bureau of Labor Statistics (USBLS) [2012-2013 Occupational Outlook Handbook](#), employment of accountants and auditors is expected to grow 16% from 2010 to 2020. Further, the report states that accountants with a professional credential should have the best prospects.

As part of its mission, IMA® offers an array of educational resources and advice for both new graduates and experienced professionals looking to succeed in the growing management accounting field. Of the USBLS count of 1.2 million accountants in the U.S., IMA estimates that the majority work in management accounting roles.

In support of USBLS projections, IMA's [22nd Annual Salary Survey](#) found that young professionals in the 19 to 29 age group who hold IMA's Certified Management Accounting (CMA®) designation earned 14 percent more than their noncertified peers. (Look out for IMA's *23rd Annual Salary Survey* which will appear in the June 2012 edition of *Strategic Finance*.)

As we celebrate the 40th anniversary of the CMA program, we're reminded of the tremendous career opportunity and earning power it presents for both young professionals and seasoned executives," said Brian L. McGuire, Ph.D., CMA, CPA, CBM, CITP, IMA Chair. "Beyond increases in salary, the comprehensive CMA examination ensures employers that candidates have the necessary management accounting skills in areas such as planning, budgeting, and forecasting."

**The IMA® Chicago Chapter is pleased to announce that in July
Cortney L. Zaret, CMA, CPA
earned the Certified Management Accountant (CMA®) credential.
CONGRATULATIONS !!**



SEPTEMBER 2012

SEPTEMBER EDUCATIONAL OPPORTUNITIES

Date/Time	CPE	Location	Topic	Speaker	Comments
9/19 12:00 PM – 1:00 PM	1.0	Webinar	Financial Consolidations & Reporting: Best Practices	Inside Talk - Webinar Series	Free to IMA members
9/26 12:00 PM – 1:30 PM	1.5	Webinar	Navigating Conflict	Leadership Academy – Webinar Series	Free to IMA members

IMA’s Inside Talk -Webinar Series Financial Consolidations & Reporting: Best Practices September 19, 12:00 p.m. - 1:00 p.m.

Financial consolidations and reporting are always top of mind. Improving these processes can make a huge impact on the value that finance and accounting offer across the enterprise. This webinar will focus on current and emerging trends in the technology available to ease the enormous challenges posed in effectively and accurately consolidating company financial results across business units and borders, and budgeting/forecasting for these entities. Can your current systems support the growth of your company? Are your systems robust in incorporating changes in response to regulatory changes and dynamic business conditions? What are the alternatives available to you?

Insights in addressing these questions will come from seasoned practitioners and experts on global financial consolidations and ERP and reporting systems designed specifically to meet the needs of companies that operate across borders.

For more details or to register:

<https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=507822&sessionid=1&key=1211B9BF9A887A5700819407E6D7F76C&sourcepage=register>

IMA’s Leadership Academy - Webinar Navigating Conflict September 26, 12:00 p.m. - 1:30 p.m., CST

Working with other people creates tensions that lead to conflict. Conflict, however, can actually have many benefits for the workplace, if handled constructively. This course explores the benefits of workplace conflict, the individual styles of conflict, and strategies and techniques for dealing with conflict constructively.

For more details or to register:

<https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=507782&sessionid=1&key=AE2A4BD4EEA230315F84EB7667C5E9DB&sourcepage=register>



CHICAGO CHAPTER



THE ASSOCIATION OF ACCOUNTANTS & FINANCIAL PROFESSIONALS IN BUSINESS

SEPTEMBER 2012

2012-2013 BOARD MEMBERS & CONTACT INFO

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President	William Kernan	(312) 636-6480	president.ima.chicago@gmail.com
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The Chapter is looking for energetic and engaged volunteers to fill Board of Director positions.

Individuals must be willing provide active participation and get personally involved with the specific BOD position's responsibilities, including attending a minimum 9 of 12 monthly Board Meetings during the fiscal year.

If interested, please contact the Chapter President.

Visit us online for the latest news and more!



Chicago IMA Chapter Website

<http://chicago.imanet.org>