

Last Month:

Technology in Accounting



Ed Doyle, Professor at DePaul University and Vice President at PNC spoke on the topic of data analytics at our March event.

Mr. Doyle informed the chapter on how data analytics plays an important role in any business especially in its security and success. Because of the rise in technology, there has been an increased demand for skilled workers in the area of data analytics.

For a copy of the PowerPoint from this event, please contact our Secretary, Lukasz Budolak.

MESSAGE FROM THE PRESIDENT

Dear IMA Chicago Chapter Members:

It has been a busy month for the IMA Chicago with not only hosting an exciting event but also planning our last one of the year and interviewing candidates for next year's Board of Directors. Thankfully, it seems spring has finally decided to show itself and rid us of this non-stop winter. Hopefully, we can continue this warmer weather as we close out the 2013-2014 IMA year.

I would like to thank those of you who completed the 2014-2015 Board of Directors survey. Helping to select the members who will govern over the IMA Chicago is crucial to the chapter's success and longevity. These individuals will work to promote IMA by creating intriguing and beneficial events to equip our members with the tools needed to succeed in their chosen career fields. This year especially, we had many dedicated and qualified candidates submit their names for the IMA Chicago Board of Directors. The chapter is pleased to announce that the 2014-2015 IMA Chicago Board of Directors has been decided. The names and positions of next year's Board of Directors as elected by our members can be found on page 6.

During the month of March, the chapter hosted Ed Doyle, Professor at DePaul University and Vice President at PNC speak on the topic of data analytics and its increasing demand in the fields of Accounting and Finance. The chapter would like to thank Mr. Doyle and all those that came to support the IMA Chicago and hear Ed's unique and interesting perspective on analytics. It was a pleasure seeing a few new faces at last month's event. We hope to keep that momentum going as we finish out the IMA year.

As we close out this IMA year, I encourage all of our members to seriously consider attending our last event, which will take place in May. For our last event, the chapter has decided to host our first and certainly not last Young Professionals event. This event will focus on the importance and benefits of mentoring in the workplace for both the mentee and mentor. The speakers who have graciously accepted to speak to the IMA Chicago know firsthand how mentoring in the workplace benefits all parties. Please stay tuned for further details as the event is finalized.

Should any member have any questions or comments, please feel free to contact me directly at the information below or any one of our Board of Directors whose information is located on the Board of Directors page.

Regards,

Chase A. Thompson, CAPM
 IMA Chicago Chapter, President & Webmaster
 Phone: (616) 460-6462

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Inside

| | |
|---------------------------|---|
| CHAPTER PROGRAM | 2 |
| EDUCATIONAL OPPORTUNITIES | 3 |
| MONTHLY ARTICLE | 4 |
| MEMBER'S CORNER | 5 |
| BOARD OF DIRECTORS | 6 |

As event details are finalized, hyperlinks will be added to the event titles. Click each event to be taken to details including further event descriptions, date and time, location, cost, and CPE offered.

CHICAGO PROGRAM

Only one more event remains for this year; be sure not to miss it! Be on the lookout for communication regarding this upcoming event.

MAY | Young Professionals Event

Calling all Young Professionals for IMA Chicago's first-ever event created for Young Professionals and their unique needs.

NOTE: This year IMA Chicago has enabled payment through our website and is currently offering discounts to those who pay early. Should you chose to pay at the time event no discount will be given. At the event location we will be able to process cash, credit, and checks.

CERTIFIED MANAGEMENT ACCOUNTANT

CERTIFICATE PROGRAM

The Certified Management Accountant (CMA) credential offers the vital knowledge and expertise needed to compete in today's business world. More than 30,000 professionals worldwide hold the CMA designation and can deliver the critical accounting and financial management skills demanded by top global employers.

Northwestern's CMA program provides comprehensive, instructor-led CMA exam preparation. The program's two courses — Financial Decision Making and Financial Planning, Performance and Control — mirror the CMA exam and provide students with the knowledge and tools needed to advance their accounting and financial management careers.

Classes begin in September — learn in the Chicago Loop and online.
scs.northwestern.edu/cma • 312-503-0714



SCHOOL OF CONTINUING STUDIES

UPCOMING CPE

Top 7 Trends in Management Accounting

Thursday, April 3, 2014

1 p.m. to 2 p.m. (EST) (UTC -5)

CPE: 1.0

Management accounting practices have become increasingly progressive since the 1980s. What are the trends? They include channel and customer profitability reporting, integration with enterprise performance management (EPM) methods (e.g., strategy maps, balanced scorecard), driver-based rolling financial forecasts, applying analytics, and co-existing methods (e.g. lean accounting). Join us as Gary Cokins provides insight on how accounting professionals can achieve mastery over these methods and procedures.

To view webinar [click here](#)

Financial Applications in the Cloud: Building a Business Case

Wednesday, April 9, 2014

1 p.m. to 2 p.m. (EDT) (UTC -4)

CPE: 1.0

Thinking about moving your financial apps to the cloud but are unsure of how to determine the return on investment (ROI)? A solid business case that's rooted in a clear ROI and demonstrable payback not only unlocks budget dollars, it also provides a roadmap for successful deployment and maximum value.

To view webinar [click here](#)

Obtaining and Retaining Game Changing Talent

Tuesday, April 22, 2014

1 p.m. to 2:30 p.m. (EDT) (UTC -4)

CPE: 1.5

Success in today's economic climate calls for more than unique products or services. It rides on the talent we attract, retain, and most importantly, engage. Today's successful leaders understand that competitive advantage is achieved by game changing talent. In this session, Lejeune shares some insights on and tools for attracting or becoming game changers.

To view webinar [click here](#)

Mid-America Council Leadership Training Seminar

April 24-25, 2014

NIU Rockford

Meeting & Conference Center
8500 E. State St., Rockford, IL

<http://midamerica.imanet.org/events.htm>

Disconnected? More Than One-Quarter Of U.S. CIOs Report Their Organization Has No Mobile Technology Strategy

MAR 25, 2014

Although mobile media has become an increasingly important channel for information sharing, roughly one in four companies (28 percent) surveyed by Robert Half Technology has no mobile technology strategy. These organizations have a little catching up to do: In the same survey, 70 percent of firms said they have implemented some type of mobile technology strategy, with the majority (56 percent) reporting they use a blend of applications and mobile-friendly web pages.

The survey is based on more than 2,300 telephone interviews with chief information officers (CIOs) from a random sample of U.S. companies in 23 major metropolitan areas with 100 or more employees. Robert Half Technology is a leading provider of IT professionals on a project and full-time basis.

CIOs were asked, “Which best describes your company’s mobile technology strategy?” Their responses:

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| Use of a blend of apps and mobile-friendly web pages | 56% |
| No mobile strategy currently | 28% |
| Favor creating mobile-friendly web pages over apps | 11% |
| Favor creating apps over mobile-friendly web pages | 3% |
| Don't know/no answer..... | 1% |

*Responses do not total 100 percent due to rounding.

Among the specific industries represented in the survey, healthcare services had the greatest percentage of respondents (36 percent) reporting that their organization has no mobile technology strategy. The business services and retail industries had the highest percentages of respondents (65 percent and 63 percent, respectively) using a blend of apps and mobile-friendly web pages. “To maintain competitive advantage, sectors such as business services and retail need to connect with customers anytime, anywhere, so it’s logical to see them leading the charge in implementing mobile strategies,” says John Reed, senior executive director of Robert Half Technology. “Compliance issues have made it difficult for the healthcare industry to move as quickly as other sectors, but as consumer demand for mobile health information grows, formal mobile strategies are a necessary next step.”

There’s (Not) an App for That (Yet)

The Robert Half Technology survey also found that while most organizations have a mobile technology strategy, many are not emphasizing the use of mobile apps to connect with customers and clients. Fifty-eight percent of CIOs polled said their company has not developed a mobile application for customers and clients and has no plans to offer one in the next 12 months. CIOs were asked, “Has your company developed a mobile application for customers and clients, or do you plan to offer one in the next 12 months?” Their responses:

| | |
|-------------------------------------------------------------------------------------|------------|
| We don’t have one now and don’t plan to offer one in the next 12 months..... | 58% |
| We don’t have one now but plan to offer one in the next 12 months | 22% |
| We have one now | 18% |
| Don't know/no answer | 2% |

“As mobile device use continues to expand, businesses will want to make it easy for customers and clients to connect with them via mobile platforms,” says Reed. “This will likely become a ‘need to have’ versus a ‘nice to have’ in the next few years.”

Source: Robert Half Management Resources. For original article [click here](#).

CMA NEWS

The CMA (Certified Management Accountant) is the advanced professional certification specifically designed to measure the accounting and financial management skills that drive business performance. The CMA is tailor-made for finance professionals at all levels, for those that want to enhance their value to a current organization or expand career potential.

Earning the CMA will make you part of a network of over 20,000 credentialed peers worldwide. To participate in the CMA program, candidates must be members of the IMA.



Congratulations to our new CMA's

There are no new CMA's this month

WELCOME NEW IMA CHICAGO MEMBERS

Huseyin Akman
Thomas Cassidy
Bridget Eden
Ryan Jones

Nicholas McGuire
Medhanie Mekonnen
Mark Minarcik
Kathy Petprachan

Ian Ross
Steven Siwek
Hanzhe Xu



Your Chicago IMA has partnered with Gleim to ensure your success on the CMA exam! They will provide you the necessary study tools to prepare for this difficult exam.

Gleim has been the trusted name in preparing candidates for success with their extensive self-study course for the CMA exam for over 30 years. The Gleim Review System enables you to identify your weak areas so you know where to focus your efforts to pass each exam part the first 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 take advantage of the reduced prices, please contact our chapter representative, Melissa Leonard.

By phone: (800) 874-5346, Ext. 131
By email: melissa.leonard@gleim.com
By fax: (888) 375-6940, attn: Melissa Leonard

Please visit www.gleim.com/IMAChapter for more information on the CMA and Gleim.



We are excited to present the 2014-2015 IMA Chicago Board of Directors

| | |
|-----------------------------------------------|--------------------|
| President | Chase Thompson |
| Secretary | Dan Knapp |
| Treasurer | Cathleen Suhling |
| VP of Membership | Stephen Craig |
| VP of Admin & Finance and President Elect | Jim Wilber |
| Director of Media | Lukasz Budolak |
| Director of Educational Meetings & Seminars | Yolanda Daniels |
| Director of Member Retention & Participations | Brittany Boldery |
| Director of Member Attendance | Priya Gandhi |
| Director of Student Activities | Ting Yu |
| Director of Young Professionals | Matt Muckerheide |
| Director at Large | Cheri Rankin-Smith |

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Secretary & Director of Newsletters

Lukasz Budolak secretary.ima.chicago@gmail.com

VP of Membership

Stephen Craig vp.memberships.ima.chicago@gmail.com

VP of Administration & Finance

Jim Wilber vp.admin.finance.ima.chicago@gmail.com

Director of Young Professionals

David Bonarigo diryoungprof.ima.chicago@gmail.com

Director at Large

Cheri Rankin-Smith directoratlarge.ima.chicago@gmail.com

Your IMA Chicago Board of Directors is made of dedicated volunteers who constantly strive to add value to your membership. Feel free to contact any board member with questions, comments, or suggestions to help us improve the chapter.