



The Association of  
Accountants and  
Financial Professionals  
in Business

## The Summit Report

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### Highlights

#### Employment News

Please contact [Bob Shapiro](#) if you have a job available or if you are looking for an employment opportunity.

### Dear Akron IMA,

Please join your fellow IMA Members for Social Networking Night on January 17, 2018 at the HILTON GARDEN INN, 1307 E. MARKET ST., AKRON, OH 44305

Check In is at 5:30 pm.

Dinner will be served at 5:45 p.m. sharp. Social Networking will take place from 5:30 - 6:20 p.m. and Technical Session begins at 6:30 p.m.

Cost for Members is \$25.00. Non-members pay \$30.00. Attendees over 21 will receive a free drink ticket with a dinner reservation.

For every Pre-Technical or Technical Session that you attend, you earn 1 CPE towards your CMA or CPA requirements.

Remember, members are always welcome at meetings. Even if you're on a diet or don't feel like eating - come to hear the speakers anyway.... there is NO charge if you are not eating!

Please forward newsletter items to: IMA Newsletter.

Thanks!

Kelly Heil

### President's Message

Fellow IMA Members,

I hope your year-end close and reporting is going well and you had great holiday celebrations. I received a Fitbit Ionic for Christmas, so that sets the bar pretty high for 2018 for fitness goals.

Our first 2018 IMA Akron Chapter dinner meeting will be our Social Networking Night. It is on Wednesday, January 17, 2018.



Networking begins at 5:20 pm at the Hilton Garden Inn. We will have one speaker that night, Matthew Wilson, President and Professor of Law from the University of Akron, who will speak to us on "Communication, Higher Education & Translation to the Workforce". If you are currently attending the University of Akron, this will be a good chance to get close to the university's president. Join us early for networking to meet new people and bring your business cards.

February's meetings will be full of fun and learning for those studying for the CMA exam. Plus, a little friendly competition between accountants and students will be great!

Read below articles for more information and welcome to IMA in 2018!

Follow us on Twitter for announcements and information [@AkronChapterIMA](https://twitter.com/AkronChapterIMA).

Hope to see you at the events, drive safe, and keep warm, my IMA friends!

Linda Garrison, President  
Akron Chapter IMA  
2017/2018

### **2017/2018 Meeting Schedule**

Regular meetings for 2017/2018 will be:  
January 17, 2018 - "Social Networking Night"  
February 21, 2018 - "Students' Night"  
March 21, 2018 - "CMA/CFM Night"  
April 18, 2018 - "Past Presidents' Night"  
May 16, 2018 "Guest Night"

All monthly meetings will be held at the Hilton Garden Inn unless otherwise indicated above.

For meetings at Hilton Garden Inn check-in at 5:30 p.m., dinner at 5:45 p.m., pretech 6:10 p.m., and tech session at 7:30 p.m.

### **Technical Session - "Communication, Higher Education & Translation to the Workforce"**

**Hilton Garden Inn**  
**January 17, 2018**  
**Young Professionals Night**

**Matthew Wilson**  
President and Professor of Law  
The University of Akron

### **"Communication, Higher Education & Translation to the Workforce"**

Matthew Wilson was named the 17th President of The University of Akron by unanimous vote of The UA Board of Trustees on October 19, 2016. He had previously served as interim president since July 11, 2016. During his tenure, Wilson has consistently placed students first while emphasizing academic quality, innovation,

research, flexibility in programming, globalization, and affordability.

Before his presidency, Wilson served as dean of The University of Akron School of Law from 2014-16. Under his leadership Akron Law, Wilson implemented innovative and creative programming together with increased opportunities for practical learning and international engagement. During his tenure, first year student enrollment jumped about 40 percent bucking a national trend of declining law school enrollment. During this same period, Akron Law received a first-time, tier-one overall ranking (2015 Above the Law), several Top 25 specialty rankings, and various national awards. Wilson also led planning, oversight and fundraising for a debt-free, \$21 million comprehensive renovation of the law school facilities. In addition, Wilson personally coaches the ABA client counseling lawyering skills teams at the law school. His teams were regional champions in both 2016 and 2017, and advanced to the national championships where they took 3rd place in the nation in 2016 and 9th place in 2017.



### **IMA Member Wins AICPA Teaching Award**

Educators are always searching for ways to engage students with the classroom material. As an accounting professor of 17 years, Wendy Tietz, CMA, CSCA, CPA, knows this challenge well. "If you teach financial accounting, one of the most important things to do is allow students to apply it to real life", she said. "Because we can stand there all day and talk about ratios, but until they start making it their own, it doesn't mean much".

A few years ago, to keep her students at KSU interested in class, Wendy asked them to compare two or more companies of their own choosing using Forms 10-K to do a ratio analysis. As part of the assignment, she developed a generic set of questions that would work for any comparison. The student response was positive, and Wendy continued to use the assignment and adjust it slightly each semester. Eventually, she thought the process would be more valuable if she developed a tool that allowed her to enter custom information, making it applicable for different classes and other educators. She then created [accountingcasetemplate.com](http://www.accountingcasetemplate.com/) (<http://www.accountingcasetemplate.com/>), a site that allows instructors to build custom assignments for the needs of their classes. The website offers a list of options to choose from, such as what topics to cover and whether the educator wants to do oral or written presentations.

Among the educators who are using her accounting tool is her husband and fellow IMA member Russ Tietz, CPA, assistant professor of economics/accounting/business administration at the University of Mount Union. For designing her web tool, this fall, she won the 2017 Bea Sanders/AICPA Innovation in Teaching Award for "innovative teaching practices in the first sequence of accounting". This is the 2nd time Wendy has won the AICPA award; the first time was in 2014 for her blog "Accounting in the Headlines". Wendy said most of her students aren't accounting majors, so she enjoys creating tools and content that help get them excited about the material. Congratulations, Wendy!

### **Come to a Board Meeting**

If you would like to go behind the scenes and learn what it takes to put on a monthly tech session meeting and run the chapter, consider coming to a Board meeting. The chapter meets at 6 PM on the last Wednesday of the month at Mr. G's Pizzeria, 2955 W. Market Street, Fairlawn 44333 (330-836-1111), except as follows: no meeting in November, December meeting earlier in the month, meeting on Saturday morning in June, occasionally earlier than the last Wednesday if there is a conflict with monthly closings of employers. Here are the remaining meeting dates this fiscal year: January 24, February 28, March 28, April 25, and May 30. Free pizza and soft drinks; see your Board leaders in action.

### **Welcome New Members!**

Date Joined	Name	Employer	Sponsor
12-6-17	John Patrick Cavanaugh	Goodyear Tire & Rubber Co.	
12-26-17	Cynthia Jordan	Student	
1-4-18	Kevin Joseph Haas	J.M. Smucker Co.	

### **New IMA Member Certifications**

**Joshua Hostetler**, an analyst at Timken Company, became a CMA on 11-13-17.

KSU instructor **Wendy Tietz** and Ashland University instructor **Brenda Sue Mullen** became CSCAs (Certified in Strategy and Competitive Analysis) on 11-21-17.

Congratulations!

### **Annual Program Book Update**

The Board of Directors has decided to stay with the pdf online format of the Annual Program Book and, thus, hard-copy Annual Program Books will not be mailed to members with email addresses. Instead, members can view/download the book from the website address [www.Yodergraphics.com/ima/2017\\_ima\\_roster.pdf](http://www.Yodergraphics.com/ima/2017_ima_roster.pdf). The password is "ima 2017". The website was accessible after October 1. Members without an email address were snail-mailed a hard-copy Program Book. Members who attended the September 20 tech session meeting at the Hilton Garden Inn also received a Program Book. If you need a hard-copy of the Annual Program Book, please contact Linda Garrison at [Linda\\_Garrison@goodyear.com](mailto:Linda_Garrison@goodyear.com).

### **CMA Mentoring Program**

The Akron chapter IMA is proud to offer its members a mentoring program to assist CMA candidates with strategies to pass the CMA exam. The Akron IMA CMA Mentoring Program will encourage networking and provide career development opportunities designed to help CMA candidates (mentees) and other members (mentors) in our chapter to form valuable mentoring relationships. The success of this program will rely on volunteers to serve as mentors. Mentoring can take place online, by phone, or in person at Akron chapter events or other locations.

The CMA Designation The CMA (Certified Management Accountant) is the advanced professional certification specifically designated to measure the accounting and financial management skills that drive business performance. Achieving the CMA credential demonstrates your mastery of financial planning, analysis, control, and decision support, as well as professional ethics.

The CMA credential is:  
Focused - On the critical skills you use in business

Respected - Leading employers seek to hire and promote CMAs  
Valued - CMAs on average, earn higher compensation than noncertified professionals  
Convenient - CMA exams are offered electronically in hundreds of locations worldwide.

**The CMA Mentoring Program** - The accreditation process leading to the CMA designation can be a rigorous experience requiring great energy and effort. The CMA candidate will have questions regarding exam content, study materials, test taking strategies, and much more. Without somebody to guide and mentor them, the candidate may become discouraged and abandon the certification program. However, through the Akron IMA CMA Mentoring Program, candidates will be able to seek and obtain the support and guidance of fellow chapter members who have earned their CMA designation.

Mentees and mentors will be matched based on the needs of the mentee and the availability of the mentors. The ideal mentor for this CMA focused program would be an individual who has obtained the CMA certification and / or who has recently passed one or both parts of the newer two part CMA exam structure. All individuals who are currently enrolled in the CMA program and studying for the CMA exam are encouraged to enroll as a mentee. In addition, individuals who are undecided about obtaining the CMA certification and would like additional information or guidance are encouraged to enroll.

If you would like more information, please contact: Jeff Falter [jfalter@roadrunner.com](mailto:jfalter@roadrunner.com)

### Internet Reference Page

Dinner Reservations: [imadinner@hotmail.com](mailto:imadinner@hotmail.com) or (330) 904-7986

Newsletter articles: [ima\\_newsletter@yahoo.com](mailto:ima_newsletter@yahoo.com)

Employment service: [rshapiro@socius1.com](mailto:rshapiro@socius1.com) or (330) 703-9195

IMA insurance: [R\\_Showarter@hotmail.com](mailto:R_Showarter@hotmail.com) or (330) 688-7670

Akron chapter website: [akron.imanet.org](http://akron.imanet.org)

IMA National website: [www.imanet.org](http://www.imanet.org)

Login : enter user name (your IMA account number)

Enter password (last name, unless you changed your password)

Ohio Council website: [www.ohio.imanet.org](http://www.ohio.imanet.org)

Online Program Book: [www.yodergraphics.com/ima/2017\\_ima\\_roster.pdf](http://www.yodergraphics.com/ima/2017_ima_roster.pdf)

Password is ima2017

Access online recording of chapter meetings:

Contact Roy Howarter at (330) 688-7670 or [R\\_Showarter@hotmail.com](mailto:R_Showarter@hotmail.com)

Get the password from Roy

### Stay Connected

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