

**By All Accounts  
Cincinnati North IMA Chapter  
September, 2009**

**Vision Statement**

The world's leading association for management accounting and finance professionals.



**NOTICE**

**OCTOBER  
CHAPTER MEETING  
IS  
"STUDENT NIGHT"**

**DINNER PRICES  
ARE**

**STUDENTS \$12  
NON-STUDENTS \$30**

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**UPCOMING EVENTS**

Join IMA at the

**10th Annual Student Leadership Conference**

November 5-7, 2009  
St. Louis, Missouri

for more information

<http://www.imastudentconference.org/>



**UPCOMING EVENTS**

**CHAPTER MEETINGS:**

**October 21 - Student Night**

Professional Development  
"Communication Skills"

Jessica Ponto  
Writing Specialist  
Miami University

**After Dinner Session**

"CMA Certification-How It Can Boost Your  
Career and Lifetime Earning Potential"

Sandy B. Richtermeyer  
IMA Chair-Elect &  
Chair - Department of Accountancy  
Xavier University

**November 18 - Past President's Night**

Professional Development

"An Insider's Look at Fixed Income Trading"

William Black  
Account Vice President  
Lawrence, Burchenal, Black Investment  
Consulting Group

**After Dinner Session**

Henry Van Styn  
President  
IntelliTree Solutions

**Schedule:**

5:40pm - Professional Development  
6:30pm - Social Time/Networking  
7:00pm - Dinner  
8:00pm - After Dinner Session

**Sheraton Cincinnati North**

11320 Chester Road, Sharonville Ohio  
513-771-2080

**BOARD MEETING:**

**October 14 @ 6:00 pm**

Tradewinds Restaurant  
Sheraton Cincinnati North  
11320 Chester Road  
513-771-2080

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**Reservations by October 16, 2009**

RSVP via Evite or

with Ted Hyle @ 513-552-6240 or by email at  
[controller@sheratoncincinnati.com](mailto:controller@sheratoncincinnati.com)

## **OCTOBER CHAPTER MEETING**

### **Professional Development**

#### **“Communication Skills”**

**Jessica Ponto, Writing Specialist  
Miami University**

Jessica Ponto is the Department of Accountancy Writing Specialist and an Instructor of College Composition and Business Writing at Miami University in Oxford, Ohio. She earned a BA in Creative Writing at Ashland University in Ashland, Ohio and an MA in English/Creative Writing/Poetry at Miami University. She is currently finishing the first book-length collection of her award-winning poetry and her contribution to a symposium article on business writing pedagogy will be published in the forthcoming issue of Business Communication Quarterly.

### **After Dinner Session**

#### **“CMA Certification-How It Can Boost Your Career and Lifetime Earning Potential”**

**Sandy B. Richtermeyer, Chair – Department of Accountancy  
Xavier University**

Sandy B. Richtermeyer is IMA Chair-Elect for the 2009-2010 fiscal year and Chair of the Department of Accountancy in the Williams College of Business at Xavier University in Cincinnati, Ohio. Her teaching interests are in managerial accounting, corporate governance, non-profit accounting, and information systems. Her research interests include technology enablement and enterprise systems, non-profit accounting, and professional issues for accountants.

Dr. Richtermeyer received her Ph.D, MBA, and M.S. from the University of Colorado and her B.S. from the University of Wyoming.

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## IMA NEWS YOU CAN USE



**Sandy Richtermeyer, IMA Chair-Elect,  
presenting to Ted Hyle, 2008-2009 Chapter President,  
the Chapter's 10<sup>th</sup> Place Award  
in the Stevenson Division  
for the 2008-2009 Chapter Year  
at the Cincinnati North IMA Chapter's  
September 2009 meeting.**

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### **Cincinnati North IMA Chapter Chapter Awards & Recognitions 2008 – 2009**

**Outstanding Member-**  
David Lacey

**Outstanding Director-**  
Adam Schultz

**Outstanding VP/Past President-**  
Ted Hyle

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## CMA Perspective

### Installment 24

So, you hold a CPA and you're asking "Why would I want to go to the trouble of getting another certification like the CMA?" The short answer is that the Certified Public Accountant and Certified Management Accountant are very different, and each is suited to a different area of accounting. If you work in a field that is primarily concerned with cost accounting or other type of management accounting the CMA is a more applicable certification for your career.

This in no way reduces the value of a CPA. It is certainly the most widely recognized accounting certification and has a well-deserved reputation for knowledge, competence and professionalism. In the fields of auditing, public accounting and tax practice it is certainly a pre-requisite for success.

For a management accounting professional the CPA is still good, but is not the best measure of the skills and knowledge required for management accounting. The CMA covers a broader and more integrative suite of knowledge that is a better indicator of the expertise required by management accountants. It also demonstrates a commitment to a very high ethical standard.

You owe it to yourself and your career to enhance your value as much as possible. The CMA certification is a great way to show your skills and professional dedication. This is true even if you are already a CPA.

For more information on the value of the CMA be sure to attend the Cincinnati North IMA Chapter meeting on October 15 where the after-dinner speaker is IMA Chair-elect Sandy Richtermeyer. Her topic will be "CMA Certification – How It Can Boost Your Career and Lifetime Earning Potential." The Professional Development session starts at 5:45 at the Cincinnati Sheraton North Hotel in Sharonville.

David P. Lacey, CMA CFM  
David.Lacey@convergys.com  
(513) 256-8831



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## Strategic FINANCE

### SEPTEMBER, 2009 MUST READS

[http://www.imanet.org/publications\\_sfm\\_current.asp](http://www.imanet.org/publications_sfm_current.asp)

### FEATURES

Nurturing the Right Customers

Developing a Lean Performance Score

What's Ahead for Internal Auditors?

### COLUMNS

PERSPECTIVES - Keeping the Right Balance

TOP LINE - A Year in Review, An Eye to the Future

ETHICS – We Need to Stop Pay-to-Play Corruption

IMA LIFE - Touching the Future



### Ohio Council Educational Sessions/Seminars

Annual Meonske Professional Development Conference  
Kent State - April 30, 2010

“Come play by the bay!”

Leadership Training Workshop – May 8, 2010

*(in the spirit of the 2010 Annual Conference in Baltimore, MD)*

### Ohio Council Meetings

Fall Meeting – Columbus. . . . . Thursday, October 22, 2009

Winter Meeting - Teleconference. .Thursday, January 21, 2010

Spring Meeting -TBD. . . . . Friday, May 7th, 2010

*Ohio Council: Excellence Through Certification*

### **IMA Mission Statement**

To provide a dynamic forum for management accounting and finance professionals to develop and advance their careers through certification, research and practice development, education, networking, and the advocacy of the highest ethical and professional practices.

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## **IMA** WEBLINKS

### **IMA National:**

- National IMA:

<http://www.imanet.org/>

- CMA / CFM Certification:

<http://www.imanet.org/certification.asp>

- Join IMA

[https://www.imanet.org/membership\\_join.asp](https://www.imanet.org/membership_join.asp)

- Renew Your Membership

[https://www.imanet.org/membership\\_cma\\_certified.asp](https://www.imanet.org/membership_cma_certified.asp)

### **Cincinnati North IMA Chapter**

<http://www.cincynorth.imanet.org/>

### **Ohio IMA Council:**

<http://www.ohioima.org/>

### **Other Area IMA Chapter's:**

Northern Kentucky

<http://www.nky.imanet.org/>

Dayton, Ohio

<http://www.dayton.imanet.org/>

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## Cincinnati North IMA Chapter Board - 2009-2010

### Email Addresses

<b>President</b>	Adam Shultz	shultza@cintas.com
<b>Team Leader-Administration</b>	Ken Keim	kkeim@westchesteroh.org
Secretary	Ken Seelig	kseelig@cinci.rr.com
Treasurer	Forest Grant	fgrant@contech-cpi.com
<b>Team Leader-Communications</b>	Brian Koniak	bpkoniak@fuse.net
Advertising	Joe Kirchner	jkirchner@resources-usa.com
Community Service	*Open*	
Directory	Joe Kirchner	jkirchner@resources-usa.com
Publicity	*Open*	
Newsletter	Brian Koniak	bpkoniak@fuse.net
Webmaster	Larry Cox	ldcox@fuse.net
<b>Team Leader-Membership</b>	Ted Hyle	controller@sheroncincinnati.com
Acquisition /Retention	Candace Levine	CLevine@medplus.com
Attendance	*Open*	
Points/Awards	*Open*	
	*Open*	
<b>Team Leader- Professional Development</b>	David Lacey	david.lacey@convergys.com
CMA/CFM	*Open*	
Ed. Projects & Student Relations	*Open*	
Meetings	Ted Hyle	controller@sheroncincinnati.com
Programs	Chapter Board	