

IMA Michigan Council and Michiana Chapter Student Conference –



March 17, 2017

We want to thank you for attending this year's IMA Michiana Chapter Student Conference. It is our hope you find the experience informative, thought provoking and entertaining.

In your conference folder you will find information about the IMA, student membership and the CMA exam. Please look these over and let us know if you have any questions about the benefit of membership and becoming a Certified Managerial Accountant (CMA).

Your feedback is important to us. Please fill out the evaluation form for each session of the conference. Please place your session evaluation in the area provided at the registration table before you leave at the end of the conference today. We hope you will return to our next conference in the spring of 2018 and bring a fellow student.

Good luck with your studies and your new career. If the Institute of Management Accountants can help you with finding a mentor, student membership, starting a student chapter at your college or career services please contact the IMA at 1-800-638-4427. Michiana area students and faculty can request further information about student activities, including starting a student chapter, by contacting Brenda Engel, Professor-in-Residence for the IMA Michiana Chapter at [bbengel1@comcast.net](mailto:bbengel1@comcast.net) or 269-845-6691.

*Brenda Engel*

Conference Coordinator and  
IMA Michigan Council  
Director of Student Services

*Christine Murphy*

IMA Michiana Chapter President

Penny Weller, PhD, CMA presents on “Customer Experience – Service Design – Design Thinking”



Conference Attendees listen and take notes during the conference!



University of Notre Dame Professor, Ken Milani, PhD presents “Athletics and Accounting: A Multifaceted Managerial “Marriage””



Ibrahim Chaaban, MCS present “Your Digital Footprint... What do you need to know?”

