

***Student CMA Awards and  
Ethics Case Study  
Wednesday  
April 20, 2011***

***Midland Country Club  
(1120 W. Saint Andrews Rd, Midland, MI 48640)***

Dinner Speaker: Julie Goldman, CMA will present an Ethics case based on the IMA Carl Menconi Case Writing Competition: Lorman Lumber Co. What "Wood" you do? 1 CPE will be offered.

In addition, the Chapter will be presenting awards to some of the top accounting students from universities in the Saginaw Valley chapter.

5:30 p.m. .... Networking  
6:00 p.m. .... Presentations  
7:30 p.m. .... Dinner

**RSVP by Friday, April 15** to Courtney Schoch via e-mail [courtneyschoch@gmail.com](mailto:courtneyschoch@gmail.com) or telephone at 989-274-7176

# President's Message



With the political turmoil in Africa and the Middle East, the crisis in Japan, the protests in our own country, it is nearly impossible to not get discouraged by watching the news. Our next meeting will give some hope in the otherwise tumultuous world. The April meeting is our annual awards night. We will be honoring the top accounting students in the area - one from each of our represented colleges and universities: Central Michigan University, Delta College, Northwood University, Saginaw Valley State University, and University of Michigan-Flint. We will also be honoring our chapter members who have reached milestones in the past year. Please plan on attending the meeting to honor and meet all of these dedicated individuals.

Julie Goldman will once again present the Best Case Award winner in the annual Carl Menconi Case Writing Competition. This presentation will be worth a very important ethics CPE credit. For those of you who wish to get a head start reading the case, it was in the July 2010 Strategic Finance magazine. It is especially timely in light of all the discussions regarding nuclear power. This case examines the ethical responsibility of financial based decisions v. environment, health and safety of the community.

The Chapter Board has also been giving more thought to our membership. We are going to establish a campaign for next year to target two key groups of people – young professionals/students and controllers/accountants at manufacturing firms. If you are interested in assisting with reaching out to local companies or being involved with promoting our IMA chapter thru social media, please let me know.

I look forward to see you in April at the Midland Country Club!

*Jennifer*

Jennifer Rezler - President

***About our speaker:***

Julie A. Goldman, M.B.A., CMA, Delta College

Julie Goldman teaches business at Delta College. Prior to entering academe, she was assistant vice president of client profitability at AdvancePCS, the largest pharmacy benefit management organization, serving 75 million members and a Fortune 250 (now part of CVS Pharmacy). She was responsible for providing management with information that helped make more informed strategic decisions such as market segment profitability and product target costing using the activity-based costing methodology. Goldman has more than a decade of experience with AdvancePCS, specifically in leading internal operations, the customer proposal process, and most aspects of Finance.

Before this position, Julie worked in the manufacturing industry for 10 years at both Honeywell and ITT Courier where she held a variety of positions in Finance dealing with budgets, inventory and worldwide product profitability. She left the corporate environment to pursue a career in teaching business. She now teaches Accounting, Finance, and Strategic Management.

Julie earned a bachelor of science degree from the University of Michigan and a master's in business administration with honors from the University of Missouri-St. Louis. She is a member of the honorary business fraternity, Beta Gamma Sigma, a certified managerial accountant (CMA), multi-term past President of the Saginaw Valley Chapter of the Institute of Management Accountants (IMA) and, is now their VP Administration. She also volunteers with the READ Association of Saginaw County.

## **Slow and Steady Wins the Race!**

CMA candidates should study every day. Do not skip a day, as the "start up costs" are too great. It is better to be steady with short blocks of study time every day than to try to allocate one or two large blocks of time a week.

While every CMA candidate understands how dreary the hours of studying can be, especially when you have to study for months, there are ways to make your studies more pleasant, reward yourself for your efforts, and stay motivated. Some simple examples are treating yourself to your favorite snack after a certain amount of studying or going out to a movie after a full day of review. Creating incentives to focus on your material will help you study effectively and complete your exam faster.

It may be easier to remain motivated and energized while you study if you know that a break lies just around the corner. You should take at least one break in the middle of your session to keep your mind fresh and open. One way of scheduling your study time is in 30-minute cycles – 25 minutes of study followed by a 5-minute break. Use the five minutes to enjoy some kind of positive activity. Then, after every 3 such cycles, take a longer, 15-minute break. Repeat this procedure until your study session comes to a close.

Of course, your actual study schedule will vary depending on your preferences and how you learn best. For example, if you believe you can retain more information by studying for 50 minutes with 10-minute breaks, then make that your plan. Just be sure to support your plan by adjusting your daily routine in a way that allows you to maintain these study cycles on a consistent basis. Candidates who follow this method will retain more information than those who spend multiple hours cramming just a few weeks before the exam.

If you are already certified, consider this approach when preparing for an additional certification or when mentoring colleagues who decide to pursue their CMA designation. Such specialized time management can always be used in other aspects of your life as well, such as exercise, household chores, etc.

Gleim is committed to helping you accomplish your goal of passing the exam and becoming a CMA. Your Saginaw Valley IMA Chapter has partnered with Gleim to ensure your success on the CMA exam! Working together, we will provide you the necessary tools to prepare for this difficult exam. As a Saginaw Valley Chapter member, you receive significant discounts on the Gleim CMA Review materials and Gleim CPE. Contact Melissa Leonard at 800.874.5346 ext. 131 or [melissa.leonard@gleim.com](mailto:melissa.leonard@gleim.com) to take advantage of the offer or if you have any questions.

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## **EMPLOYMENT NEWS AND MEMBER ANNOUNCEMENTS**

### **Member Looking for Position**

No additional chapter members have expressed an interest in looking for a position.

### **Position Opening**

Plex Systems in Auburn Hills, is looking to hire a person with these qualifications:

- Bachelor Degree in Accounting, Finance or Business Administration
- CPA, CMA or MBA with a financial concentration preferred
- 3-5 years experience in general accounting, financial analysis and financial reporting
- SaaS/software and/or professional services industry experience is ideal
- Strong systems experience including Microsoft Excel, PowerPoint, and financial and accounting systems

Please forward qualified candidates to Mike Twarozynski, who is their CFO -  
mtwa@plex.com

### **Member Announcements**

We are always interested in hearing about any new roles or accomplishments of our members. Please let me know of your new announcements to share in our upcoming newsletters.

Adeline M. Wicker  
Team Leader Employment  
989.891.1017 Ext 102  
amwicker@craftcastcompanyinc.com

### **Are you LinkedIn?**

LinkedIn is an online professional networking site with several million members worldwide. LinkedIn members can connect to professional associates either directly or through groups based on: geography; academic associations; professional certifications or business interests. Members use the site for keeping up to date with colleagues, old and new, regarding industry best practices; IT developments; referrals; employment opportunities; and focused business news. There is no fee for a basic user account and members may control how much they wish to disclose publicly and/or within their networks. There are several LinkedIn groups for accountants, auditors, financial managers, etc. The IMA sponsors an official LinkedIn group called CMA© Connection which has over 9,200 members to date. To learn more or join, see [www.linkedin.com](http://www.linkedin.com).

### **2010-2011 IMA Saginaw Valley Chapter Board of Directors**

President	Jennifer Rezler	<a href="mailto:jennifer.rezler@mersen.com">jennifer.rezler@mersen.com</a>
Treasurer	Mary Smith	<a href="mailto:marysmith@stevensworldwide.com">marysmith@stevensworldwide.com</a>
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Team Leader—Membership	Gretchen Stuart	<a href="mailto:Gretchen.Stuart@plantemoran.com">Gretchen.Stuart@plantemoran.com</a>
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