

### Meetings at a Glance

#### Tuesday, 09/20/11

Topic: Implementing ERP Systems  
 Time: 5:00 pm – Networking  
 5:30pm – Dinner  
 6:00 pm – Program  
 Where: Robbins  
 1810 Omro Rd  
 Oshkosh, WI

RSVP – <http://www.eventbrite.com/event/1908441199>

#### Tuesday, 10/11/11

Topic: Tour – Milprint Oshkosh North  
 Time: 4:00 – 5:30pm Tour  
 Where: Milprint Oshkosh North  
 3550 Moser Street  
 Oshkosh, WI

RSVP <http://www.eventbrite.com/event/2150289574>

\*\*\*Limited to the first 18 to register\*\*\*

#### ANNOUNCEMENT

The IMA Winnebagoland Chapter will be moving to **online credit card payments** this program year.

\*Email questions/concerns to [winnwire@gmail.com](mailto:winnwire@gmail.com).

### Contents

September Events.....	1
President’s Note .....	1
October Tour .....	2
Membership Moments .....	3
Free Dinner Quiz.....	4
Free Dinner Winner.....	4
IMA Webinars.....	5
IMA News.....	5
Current Accounting Issues .....	6
Strong Account Rec Webinar.....	7
Career Fair on the Fox (UWO) .....	8
IMA – New Features on Website....	9
Change in Contact Info?.....	9
CMA Exam Info.....	10
About the IMA .....	10
Officers & Directors.....	11

### Websites

Global IMA [www.imanet.org](http://www.imanet.org)  
 Winnebagoland [www.focol.org/ima](http://www.focol.org/ima)

### September Events

#### Tuesday, September 20<sup>th</sup>

##### Location

Robbins (920) 235-2840  
 1810 Omro Rd, Oshkosh, WI  
 (On Omro Rd [US 21] just east of Hwy 41)

##### Cocktails & Networking 5:00 – 5:30 pm

##### Dinner 5:30 – 6:00pm

##### After Dinner Program 6:00 – 8:00 pm (2 CPE credits)

Panel Discussion: Implementing Enterprise Resource Planning (ERP) System  
 Speakers: Steve Engmann, MBA, CMA, President, Competitive Strategies, Inc.  
 Michelle Hammet, HRIS Functional Manager, Bemis Company, Inc.



Steve Engmann, President of Competitive Strategies, Inc., has over 20 years of experience helping top executives and business owners improve sales, profitability, process flow, reporting and analysis. Competitive Strategies, Inc. assists businesses in gaining a competitive advantage through the use of business management software. Since its inception in 1997, Competitive Strategies has assisted over 150 organizations with projects ranging from writing a better management report to a complete overhaul of their core business system.

Prior to co-founding Competitive Strategies in 1997, Engmann pursued his undergraduate at the University of Wisconsin – River Falls, received his MBA from Santa Clara University in California, and became a Certified Management Accountant (CMA). He was a business consultant for the Minority Business Development Center in San Jose, CA, a manufacturing cost analyst for a division of Litton Industries in Silicon Valley, CA, and a manager of Management Consulting Services for a Regional CPA firm for over 8 years before starting Competitive Strategies, Inc.

Engmann has served on several boards including the Wisconsin Timber Rattlers, Kimberly Area Youth Basketball Club, PTO, and our very own IMA Winnebagoland Chapter.

He’s had publications in San Francisco Small Business Exchange, Corporate Report Wisconsin, Accounting Today, Marketplace Magazine, and The Post Crescent.



Michelle Hammett has over 25 years of experience as a Human Resources professional in manufacturing and health care organizations. She currently is an HRIS Functional Manager on the Corporate Human Resources staff at Bemis Company, Inc. in Neenah. She previously worked at Banta Corporation as a global HR business analyst and HR Manager. Michelle has a bachelor’s degree from UW-Oshkosh and served on its Alumni Board of Directors and was president of the Alumni Association for several years. She is a certified

Professional in Human Resources (PHR).

RSVP for Dinner – <http://www.eventbrite.com/event/1908441199>

### President’s Note

Please join us at our 1<sup>st</sup> program year dinner meeting. Invite a co-worker or friend and enjoy Cocktails and Networking from 5:00 – 5:30 PM, Dinner from 5:30 – 6:00 PM, and our program: Implementing ERP Systems with Steve Engmann & Michelle Hammett. This will be an enlightening evening and a chance for you to become acquainted or re-acquainted with fellow chapter members after a long summer break. Please become acquainted with our new registration process and sign up early. I look forward to seeing you at our monthly meetings that were planned this summer with you in mind. Have a great week!

**Rick Bellmore**

### October Tour

#### Bemis' Milprint Division

Bemis Company, Inc. is a multinational supplier of flexible packaging and pressure sensitive materials used by leading food, consumer products, healthcare, and other companies worldwide. With 80 facilities in 12 countries, Bemis serves customers around the globe. A publicly traded Fortune 500 company, Bemis' corporate headquarters are in Neenah, Wisconsin. As the largest flexible packaging manufacturer in the Americas, Bemis serves customers worldwide with a vast array of value-added barrier and non-barrier packaging products. Customers rely on Bemis packaging to help extend the shelf life of their food items; protect sharp or fragile products during shipping and handling; draw attention and interest at the retail shelf; and provide package opening and storage convenience to build brand loyalty.

Bemis' Milprint Division is headquartered in Oshkosh, Wisconsin. The company maintains ten facilities nationwide with nearly one million total square feet of production space. Founded by the Heller family in 1899 as the Milwaukee Printing Company, Milprint found early success in the confectionery industry with the development of the first printed cellophane wrapper for 5-cent candy bars. Through the years, the Milprint Division has grown into other snack categories providing its customers with value and innovation along the way. Milprint was acquired by Bemis in 1990.

Milprint Oshkosh North, formerly Banner Packaging, joined the Milprint Division in 2006, adding Fresh Produce, Frozen Foods, Lawn and Garden, Cookie, Cracker and Cereal liner films and Personal Care Products to the product lines offered.

**\*\*\*NOTE: Space on this tour is limited to 18 people. RSVP early to reserve your spot!\*\*\***

Register by going to <http://www.eventbrite.com/event/2150289574>.



**Just because you work with numbers, doesn't mean you have to be one.**

Looking for a rewarding and challenging career? One that showcases your talents and offers flexibility and generous benefits? Then look no further than Schenck, one of Wisconsin's leading accounting and consulting firms. We're currently looking for full-time individuals to join our growing team. To learn more about our current openings, visit us online at [schenckjobs.com](http://schenckjobs.com) or contact our Human Resources team at 800-236-2246.



**Schenck**  
CPAs AND SO MUCH MORE.

200 E. Washington Street • Appleton • 920-731-8111  
[schencksc.com](http://schencksc.com)

© Schenck SC 2011

## Do You Have the Advantage?



THE REAL ESTATE GROUP, INC.

### THE REAL ADVANTAGE

is an exclusive program offered only to Coldwell Banker The Real Estate Group buyers and sellers.

- ✓ Mobile searches with house information sent directly to your phone
- ✓ Email alerts on new home listings
- ✓ Buyer activity reports for the home seller
- ✓ Narrated tours with photos and video at [www.ColdwellHomes.com](http://www.ColdwellHomes.com)
- ✓ Websites direct to each property and YouTube videos
- ✓ Access to 500,000+ home listings

Appleton Locations

5107 N. Ballard	2830 E. John Street	1050 N. Lynndale
Greenville	Neenah	
N1858 Greenville Drive	105 E. Bell Street	

**800-236-1550 [www.ColdwellHomes.com](http://www.ColdwellHomes.com)**

### Membership Moments

#### New CMA:

- Kristina Schauske – Congrats on becoming a CMA!

#### New Members:

- Leslie Reinke (August)
- Jason Grebe (September)
- Brian Kaufman (September)

Welcome to the Winnebagoland Chapter – we look forward to meeting you at an upcoming meeting!

#### Membership Anniversaries (August):

- |                  |          |                     |          |                     |        |
|------------------|----------|---------------------|----------|---------------------|--------|
| • Jeffrey Gehrke | 18 years | • Francis Macknica  | 13 years | • Kevin McMullen    | 1 year |
| • Carol Sanders  | 17 years | • Jason Braegelmann | 12 years | • Christen Worzalla | 1 year |
| • Maria Totzke   | 17 years | • Matthew Mader     | 2 years  |                     |        |

#### Membership Anniversaries (September):

- |                  |          |                    |          |                    |         |
|------------------|----------|--------------------|----------|--------------------|---------|
| • Robert Wood    | 52 years | • Nathan Stuart    | 15 years | • Elizabeth Rammer | 2 years |
| • Kent Cournoyer | 33 years | • Lesley Burri     | 8 years  | • Eric Latimer     | 1 year  |
| • Stephen Makar  | 22 years | • Timothy Sowinski | 8 years  | • Michael Newhouse | 1 year  |
| • Allan Zuleger  | 22 years | • Dale Glen        | 5 years  | • Brad Walschinski | 1 year  |
| • Timothy Allen  | 21 years | • Tina Beck        | 4 years  |                    |         |
| • Joseph Fahley  | 16 years | • Kelly Besasie    | 2 years  |                    |         |

Thank you all for your continued participation and dedication to our chapter.

**PEAK PERFORMANCE IS HUMANLY POSSIBLE**

What are you doing to launch your business forward? Experis™ Finance (formerly Jefferson Wells) can bring you the solutions and experts that share your vision and can help you create sustained growth. Let us connect you to the finance, risk advisory and tax experience you need and watch your company take off. Visit [experis.com](http://experis.com)

Experis Finance  
4321 West College Avenue • Suite 345  
Appleton, WI 54914 • 920-380-0850

© 2011 MapowerGroup. All rights reserved.

**We're good at collaboration. So good, we'll eventually finish each other's**

Want to tap the power of collaboration? Let's start with a conversation. Connect with us: [bakertilly.com](http://bakertilly.com)

**BAKER TILLY**  
Accountants and Advisors

an independent member of  
BAKER TILLY INTERNATIONAL

©2011 Baker Tilly Winnow Business, LLP  
Baker Tilly refers to Baker Tilly Winnow Business, LLP  
an independently owned and managed member of Baker Tilly International.

### Free Dinner Quiz

**Question:** Travis Company utilizes B2B E-Commerce for the acquisition of its inventory and wants to implement B2C E-Commerce for its sales. Which of the following statements is/are correct?

- I. Travis cannot use B2B and B2C at the same time.
- II. Travis can use B2B and B2C at the same time, provided it does not also use EDI.
- III. Advantages of EDI are speed, timing, and personalization. There are no disadvantages.

- A. I and II only are incorrect.
- B. I, II, and III are incorrect.
- C. I and III only are incorrect.
- D. II and III only are incorrect.

\*\*\* All readers who send the correct answer to [WinnWire@gmail.com](mailto:WinnWire@gmail.com) before noon on Monday 9/19 will be entered in a drawing at the next regular meeting to win a free dinner (need not be present to win)! The winner will be announced at the meeting as well as in the following month's newsletter. Note: Free dinner prizes must be redeemed within two regular chapter meetings. \*\*\*

### Free Dinner Winner

The answer to the May Quiz was: **A. Decrease profits by \$5,000.** Congrats Craig Gloudemans – have dinner on us at the September or October meeting!

### Elevate yourself at Lakeland College.



**CPA and CMA professional prep courses and an MBA with an accounting concentration** are available as part of an accounting program that's ranked among the top ten in the nation\*  
 Call 920-727-0777 or email [wierichsma@lakeland.edu](mailto:wierichsma@lakeland.edu) for more information.

\* According to the recently released 2005 Reports and Commentary on the 2004 CPA Examination.

**LAKELAND**  
 COLLEGE  
 Kellett School of Adult Education

### IMA Webinars

#### Delegation Skills

(Thursday 09/22/11, 7:00am – 8:30am CST **or** 12:00pm – 1:30pm CST)

This exciting workshop will explore the art of delegating effectively and identify the skills necessary to be a more effective manager in the accounting profession.

**Learning Objectives:** Upon completing this webinar, you will be able to:

- (1) Define delegation.
- (2) Describe how to assign tasks and responsibilities to others.

- (3) List obstacles, which hinder delegation.
- (4) Describe the essential management skills of delegation.
- (5) Identify the coaching principles to ensure success in the delegation process.
- (6) Provide examples of giving performance feedback.

**Course Price:** Free

**CPE Credit:** 1.5 CPE Credits

**Field of Study:** Business Management & Organization

**Research Area of Practice:** Business Performance Management

**Program Level:** Basic/Intermediate

**Program Prerequisites:** None

**Advance Preparation:** **Download your Participant Guide**

**Instructional Method:** Group-Internet

For more information or to register, go to [http://www.imanet.org/programs\\_events/leadership\\_academy](http://www.imanet.org/programs_events/leadership_academy)

### IMA News

#### IMA Announces New Membership Rates; Effective September 1, 2011

Please note that the IMA® Board of Directors has approved a new membership rate schedule (in accordance with Board Policy A111) for new and renewing memberships effective September 1, 2011. This is the first rate increase since 2008. The increase pertains to all membership categories except the Student member category (to remain at \$39/year).

The new IMA annual membership rate schedule is as follows:

Regular (North America):	210
Young Professional (under the age of 33):	140
Academic:	105
Retired:	105
International (outside North America):	210
Emeritus Life Member:	52

The new membership rate schedule was approved to support programs, products, and services available to IMA members and initiatives in IMA's Strategic Plan, approved by the IMA Board of Directors in June 2011.

IMA members enjoy many exclusive benefits, including subscriptions to IMA publications; affinity partner discounts; and access to IMA's chapter network; LinkUp IMA, IMA's exclusive online network; and IMA's information resources. IMA will continue to develop new membership offerings in the future.



*Serving you from offices across the country and throughout Wisconsin.*

**Current Accounting Issues****Friday, October 21, 2011****Hosted by  
Mid-America Council of the IMA  
*Featuring*****Bruce Pounder: IFRS (4 CPEs)****David Cooke & Jeff Jordt: HC Reform (1.5 CPE)****Scott Stevens : Cloud Computing (1.5 CPE)****Andrea Beers: Generational Difference & Conflict Mgmt (1 CPE)****NIU Conference Center  
8500 East State Street, Rockford, IL 61108****Early Bird Registration Fees****Members & Educators: \$199  
Student & Retired Members: \$99  
Non-Members: \$249****Deadline for Early Bird Registration is September 30, 2011****Late Registration Fee: + \$50**

To EARN 8 CPE Credits register online at [https://www.regonline.com/currentaccountingissues\\_992406](https://www.regonline.com/currentaccountingissues_992406).

For additional information, contact Dr. Kasthuri Henry at [kas@kashenry.com](mailto:kas@kashenry.com).

## Strong Account Rec Webinar



**Put your day aside and join us for an hour of CPE!**

IMA's Greater Milwaukee Chapter and Mid-America Council join to bring you an informative Webinar:

***Techniques and Requirements for a Strong Account Reconciliation Process***  
***Presented by Jeff Adler, CPA, Vice President and Product Expert at BlackLine Systems***

DATE: Tuesday, October 11, 2011  
TIME: 12:00 pm Central Daylight Time  
DURATION: One hour  
COST: \$10

**Description:**

This program reviews the basic philosophy and requirements for creating good account reconciliations and a strong control process. It will answer these general questions:

- What is an account reconciliation
- What are the key elements included in a good reconciliation
- How do you approach the creation of a reconciliation: What questions should you ask – and answer
- What are good techniques to use
- What are the best ways to provide internal controls and reporting

This program will discuss several software methods of doing the above, including Blackline's solution. The emphasis will be on the process, and will not concentrate on their specific solution.

**Who should attend:**

- Anyone who wants to enhance their understanding of what a good account reconciliation is
- Supervisors or managers who want ideas about how to improve the quality of their existing account reconciliation process
- Internal auditors who are looking for internal control recommendations

To register for the webinar, go to [http://www.midamerica.imanet.org/Registration\\_Instructions.pdf](http://www.midamerica.imanet.org/Registration_Instructions.pdf).

### Career Fair on the Fox (UWO)



**FALL 2011 CAREER FAIR ON THE FOX**  
**Tuesday, September 27, 2011**  
**Kolf Sports Center, UW Oshkosh Campus**  
**1:00 - 5:00 p.m.**

UW-Oshkosh is having its annual Fall Career Fair. John Wieland and Rick Bellmore will be representing the IMA Winnebagoland chapter in a booth. Any members who wish to join the booth are more than welcome – the more the merrier. Just stop on by on September 27<sup>th</sup> or email Rick Bellmore ([rab@sigmanlegal.com](mailto:rab@sigmanlegal.com)).

More information can be found at:

<http://www.uwosh.edu/career/sites6/career/careerfairs/CFotF/fallCFotF/fallCFotF?searchterm=job+fair>



# Van Zeeland's

## AUTO CARE CENTERS

[www.vanzeelands.com](http://www.vanzeelands.com)

### An Honest Mechanic at a Fair Price

<p><b>N Appleton</b> Northland &amp; Oneida 738-3533</p>	<p><b>Little Chute</b> Across From L.C. High 788-6788</p>	<p><b>W Appleton</b> Hwy 41 &amp; Prospect Ave 738-5660</p>
<p><b>Menasha</b> Oneida &amp; Midway 738-7333</p>	<p><b>Neeah</b> Cecil &amp; Marathon 722-1149</p>	



## IMA – New Features on Website

Visitors of IMA®'s website, [www.imanet.org](http://www.imanet.org), will find some exciting new features designed to improve and enhance the membership experience. New website sections have been specially designed for CMA®s and candidates, students, educators and academic members as well as the IMA Speakers Bureau. These new additions allow IMA members to access and take advantage of valuable resources quickly and easily.

### CMA: The Essential Credential

IMA's new CMA section supports CMAs and candidates every step of the way. Potential candidates can learn more about the benefits of certification and how to enroll in the program while current candidates can access helpful information about the test-taking process, including tips for effective exam preparation. CMAs can use the CMA Resource Center area to learn about maintaining and promoting their credential and connect with fellow CMAs. Users can access links to IMA's social media sites for CMAs, including LinkUp IMA, LinkedIn, and the new CMA Champions group. There are resources for employers, too. The Employer Center provides employers with current lists of active CMAs and CFMs and includes information on IMA's Staff Enrollment Program.

### New Student Section

The new and improved student section on IMA's website is a must for anyone planning a future career in the accounting and finance field. This section provides information on the benefits of student membership, including grants and scholarships, IMA's Student Case Competition, and IMA's Annual Student Leadership Conference. IMA student members can locate a local student chapter or learn how to start one on campus!

### Educator Resources

In addition to the new student section, a new educator section provides special tools and resources for those who are developing the profession's future business leaders. Academic members have access to IMA's ethics curriculum, case studies, webinars, research grants, mentor program, and many other teaching resources. Currently the new section has several case studies and articles related to the profession available to educators that may help assist in creating relevant accounting curriculum.

### IMA Speakers Bureau

IMA's Chapters and Councils have a new resource to help them plan local IMA events. The IMA Speakers Bureau provides qualified IMA thought leaders to participate at local conferences and other events. The IMA Speakers Bureau includes a sampling of some of IMA's most distinguished and experienced thought leaders and technical experts in the field of finance and accounting. Search for speaker profiles by name, topic, or geographic location. Users can contact speakers directly through an online form. Log on to [www.imanet.org](http://www.imanet.org) to check out the new features of IMA's website and learn how these improvements could benefit your membership.

## Change in Contact Info?

Email changes/updates to your contact information to [WinnWire@gmail.com](mailto:WinnWire@gmail.com) to ensure you stay informed on upcoming IMA Winnebagoland meetings, events, and volunteer opportunities.

**WIPFLi** LLP  
CPAs and Consultants

### CMA Exam Info

The CMA Exam now consists of two parts. Each part is 4 hours and consists of 100 multiple-choice (3 hrs) and 2 essays (1 hr). For additional info on the CMA Exam, email Dr. Lakshmi Tatikonda ([tatikond@uwosh.edu](mailto:tatikond@uwosh.edu)) or refer to [www.imanet.org](http://www.imanet.org).

#### Part 1 – Financial Planning, Performance and Control (Levels A, B, and C)

- Planning, Budgeting and Forecasting 30%
- Performance Management 25%
- Cost Management 25%
- Internal Controls 15%
- Professional Ethics 5%

#### Part 2 – Financial Decision Making (Levels A, B, and C)

- Financial Statement Analysis 25%
- Corporate Finance 25%
- Decision Analysis and Risk Mgmt 25%
- Investment Decisions 20%
- Professional Ethics 5%



### Exam Spreadsheets

Beginning in the May/June 2011 testing window, some candidates may be asked to use a spreadsheet tool when answering one of their essay questions. Accordingly, Gleim has made the spreadsheet tool available within Gleim Online course and Gleim Essay Wizard to allow candidates the opportunity to practice using the tool prior to their exam. A full-page spreadsheet is now provided.

### About the IMA

A non-profit organization, founded in 1919 and led by its members, the IMA has become the leading voice in accounting, financial and information management executives and an invaluable source of professional development for the organization’s approximately 67,000 members, nearly 200 chapters and the companies for which its members work. We offer members career and professional support and development through educational pro-grams, career resources, certification, and the ability to exchange ideas and experience with fellow professionals.

**IMA Vision Statement** “The world’s leading association for management accounting and finance professionals.”

**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 practice.”

**Advancing the Profession** The IMA is dedicated to rebalancing the accountancy profession by educating society regarding the business building role of management accountants and finance professionals working inside organizations.



### Officers & Directors

President	Rick Bellmore	(920) 731-5201	rab@sigmanlegal.com
VP Admin	Cynthia Kopesky	(920) 832-2412	ckopesky@wipfli.com
Secretary	Linda Geiger	(920) 886-1507	lindageiger@printron.com
Treasurer	Gayle Brown	(920) 596-5178	costacct1@yahoo.com
Dir - Member Attendance	Martha Paalman	(920) 527-2314	mlpaalman@bemis.com
Dir - Special Activities	John Wieland	(920) 232-9783	jwieland2@new.rr.com
Dir - Employment	Gayle Brown	(920) 596-5178	costacct1@yahoo.com
Dir - Meetings	Martha Paalman	(920) 527-2314	mlpaalman@bemis.com
VP - Communications	Rick Bellmore	(920) 731-5201	rab@sigmanlegal.com
Dir - Webmaster	Dan Decker	(920) 883-0526	deckerd@borderlandnet.net
Dir - Newsletter	Tina Beck	(920) 915-6535	tina@comstrategies.com
Dir - Program Booklet	Ann Keller	(920) 832-8962	bozofunny@sbcglobal.net
Assistant Dir - Program	Cynthia Kopesky	(920) 832-2412	ckopesky@wipfli.com
Dir - Public Relations	Lakshmi Tatikonda	(920) 233-8092	tatikond@uwosh.edu
Dir - Advertising	OPEN		
Assistant Dir - Advertising	OPEN		
Dir - Community Svc	Cynthia Kopesky	(920) 832-2412	ckopesky@wipfli.com
VP - Professional Education	Curt Esser	(920) 735-1806	curtesser@yahoo.com
Dir - Educational Mtgs	Deb Hansen	(920) 235-9151 x24577	debrahansen@defense.oshkoshcorp.com
Dir - CMA Programs	Lakshmi Tatikonda	(920) 233-8092	tatikond@uwosh.edu
Dir - Manuscripts	Lakshmi Tatikonda	(920) 233-8092	tatikond@uwosh.edu
Dir - Academic Relations	Jason Garland	(920) 832-2418	jgarland@wipfli.com
Dir - Student Activities	OPEN		
Student Coordinator	Tasha Gosselin	(920) 251-6496	gosset80@uwosh.edu
VP - Membership	Martha Paalman	(920) 527-2314	mlpaalman@bemis.com
Dir - Name Tags	Martha Paalman	(920) 527-2314	mlpaalman@bemis.com
Dir - Member Acquisition	Rick Bellmore	(920) 731-5201	rab@sigmanlegal.com
Dir - Member Retention	Kristin Hubertus	(920) 967-3413	khubertus@wppienergy.org
Dir - Corp/Academic Dev.	Rick Bellmore	(920) 731-5201	rab@sigmanlegal.com
Regional Council Rep	Bill Ramsay	(920) 233-0054	dollars_histy@yahoo.com
Regional Council Rep	John Wieland	(920) 232-9783	jwieland2@new.rr.com
Regional Council Rep	Rick Bellmore	(920) 731-5201	rab@sigmanlegal.com
Regional Council Rep	Susan Zabel	(920) 735-0214	suezabel@yahoo.com

Institute of Management Accountants  
**Winnebagoland Chapter**  
 c/o Tina Beck, Newsletter Director  
 Competitive Strategies, Inc.  
 2631 N Meade Street, Ste 202  
 Appleton, WI 54911

**Watch out —  
that next step is risky.**

Are you prepared to take  
the next step in your career?

**You know how to identify  
risks in your daily life.**

**Why haven't you done  
the same thing with  
your career?**

Now you're ready to move from public accounting into a whole new adventure inside an organization. You'll be asked to handle strategic planning, budgeting, forecasting, risk assessment, and a host of other skills. Are you ready?

The Institute of Management Accountants offers its Certified Management Accountant program (CMA<sup>®</sup>), which will validate your knowledge of these important and necessary skills.

**Visit our website [www.imanet.org/yprisk](http://www.imanet.org/yprisk) and find out how to get prepared for the career you want, not the one you have.**

**IMA** INSTITUTE OF  
MANAGEMENT  
ACCOUNTANTS  
*Advancing the Profession™*

**CMA** CERTIFIED  
MANAGEMENT  
ACCOUNTANT  
*Professionals Driving Business Performance™*

© 2008 Institute of Management Accountants