

## April 21, 2009 Dinner Meeting

### 30 Most Common Mistakes Managers Make in an Uncertain Economy

presented by: **Lisa Johnson, Accountemps**

#### SPECIAL POINTS OF INTEREST:

- Free CPE offer!
- 2009 Chapter Challenge!

Learning from your own mistakes is good; learning from the mistakes of others is even better. This presentation examines the types of management mistakes companies have made in past recessions and provides tips for avoiding common pitfalls. You'll learn how to effectively communicate with your team during times of change and gain insight into low-cost incentives that can improve morale and productivity levels. You'll also get advice on how to create a strong, efficient team that's prepared for the inevitable upturn.

Lisa Johnson is the Account Manager of Accountemps' Appleton branch.

### Meeting Agenda

**Meeting Location:** *Gulliver's Landing, Wausau*

*Board Meeting:* 5:00-5:30 pm

*Social Time:* 5:30—6:00 pm

*Dinner:* 6:00—6:30 pm

*President Remarks:* 6:30—6:40 pm

*Presentation:* 6:40—7:30 pm

**Dinner choices include:**

1. Cracker crusted walleye (fresh Canadian walleye breaded and pan fired to perfection)
2. Chicken Marsala (tender chicken breasts sautéed in a Marsala wine cream sauce, served atop a bed of penne pasta)
3. Sauerbraten (German style marinated beef), Baby Red Potatoes & Pierogi Dumplings stuffed with Chicken, Cabbage and Spinach

**Investment:** \$22-professional, \$15-professionals between opportunities, \$11-students

Please make your dinner reservations by noon on Friday, April 17th.

Online registration at: [www.heartofwi.imanet.org/dinner\\_reservations.htm](http://www.heartofwi.imanet.org/dinner_reservations.htm)

### Directions—Gulliver's Landing, Wausau

**Gulliver's Landing**  
1701 Mallard Lane  
Wausau, WI

Take Exit 190/CR-NN. From the South turn Right/From the North turn Left onto N. Mountain Drive (CR-NN) and go .3 miles.

Turn Left on Rib Mountain Drive (CR-N) and go .3 miles.

Turn Left on Mallard Lane and go less than .1 miles. Arrive at 1701 Mallard Lane in Wausau.

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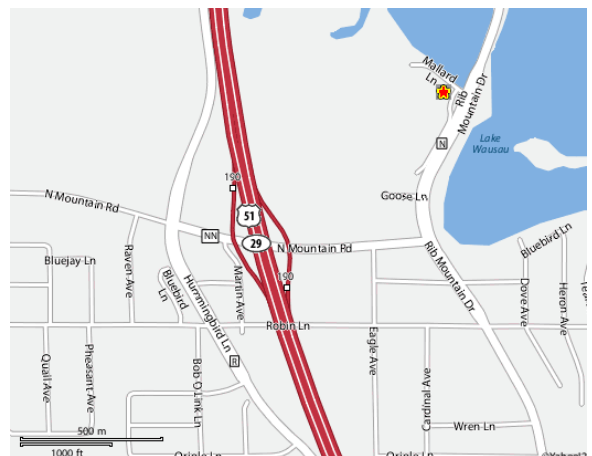
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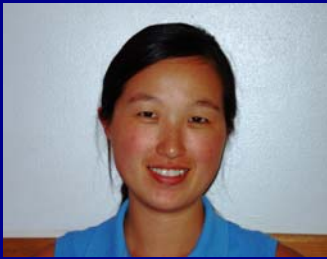
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## President's Message

Greetings!

I hope you are enjoying the warmer weather!

Just a couple of items to note in our newsletter as our fiscal year winds down: our partnership with Gleim allows our members the opportunity to receive four free hours of CPE and, if you know any interested potential members, the application fee for new members is waived if completed before June 1st.

We are in the process of filling our board positions for the upcoming year and, if you can spare a couple of hours a month, we could use your ideas and participation. A variety of board positions are available and require very little time.

I look forward to seeing you at our next meeting.

Best regards,

Kimberly J. Buehler, CMA, CFM, CPA  
President, 2008-2009

## Free CPE for Chapter Members!

It seems that everyone is always looking for CPE hours to finish out the reporting period. Gleim is offering every Chapter member a 4-hour CPE course (any one in their course catalog) at NO charge!

The Gleim CPE courses are delivered via the Internet, so Chapter members can study when and where it is convenient for them. With the trend towards conserving resources, we know that many training budgets have been reduced. Eliminating travel costs associated with CPE is one of the areas where a Gleim CPE course can be of benefit.

Please have any members wishing to take advantage of this complimentary course email me at [chad.murray@gleim.com](mailto:chad.murray@gleim.com) or call 800.874.5346 ext. 222.

## 2009 IMA Chapter Challenge

On April 1, IMA launched the 2009 Chapter Challenge . It's a competition designed to bring in as many new members as possible between April 1 and June 1, 2009. The chapter in each category that brings in the most new members, **wins a \$750 cash prize!** To support this effort, the new member application fee will be waived and a special web page will be created at [imanet.org/cmc](http://imanet.org/cmc) that will contain all necessary program info.



**Take your career to a higher level. Become a leader in your organization.**

Today's accounting and finance professionals can achieve and become tomorrow's business leaders! Join the Institute of Management Accountants (IMA) at our 90th Annual Conference & Exposition and take your career to new heights.

This galvanizing annual event features three days of exciting and informative sessions delivered by some of the most renowned thought leaders in accounting and finance, including:

- **Marianne Jennings**, Professor of Legal and Ethical Studies, Arizona State University
- **Kurt Kuehn**, Chief Financial Officer, UPS
- **Richard Lamm**, Three-term Governor, State of Colorado; and Co-director, Institute of Public Policy Studies, University of Denver
- **David Walker**, President and CEO, Peter G. Peterson Foundation; and former U.S. Comptroller General

With a conference program of nearly 40 sessions to choose from, you'll learn about the profession's most timely issues, including costing methodologies, ERM (Enterprise Risk Management), performance management, CMA certification, plus helpful on-the-job tips and tools. You can earn more than 20 NASBA approved CPE credits while gaining practical knowledge and skills you can use right away.

Find more information online at [www.imanet.org](http://www.imanet.org)

**April**  
**Anniversaries**

**5 Years**

Matthew Angell

Nolan Ott



**Don't miss the final meeting of the 2008-2009 year!**

**May 19, 2009**

Your Personal Financial To-Do-List  
Tony Roma's, Mosinee

## **2009-2010 Board of Director Positions Available**

The Heart of Wisconsin Chapter has the following openings on its 2009/2010 Board of Directors:

### **Communications & Community Relations:**

- Team Leader
- Co-Director Newsletter
- Co-Director Roster/Booklet
- Webmaster

### **Membership Development:**

- Director of Member Acquisition
- Director of Retention & Participation
- Director of Corporate & Academic Development
- Co-Director of Member Attendance

Board positions require a minimal amount of your time each month. Please considering volunteer your time and If interested in joining, send email inquiries to Lisa Shopinski at [Lisa.Shopinski@Sentry.com](mailto:Lisa.Shopinski@Sentry.com) for more information on open positions.

# **2008-2009 Board of Directors**

## **ADMINISTRATON & FINANCE**

PRESIDENT-**Kimberly Buehler**

ADMIN TEAM LEADER-**Jennifer Poggemann**

SECRETARY-**Arienne Livermore**

TREASURER-**John Vann**

DIR. OF MEETINGS-**Trisha Steines**

## **COMMUNICATIONS & COMMUNITY RELATIONS**

TEAM LEADER-**Lindsey Watts**

CO-DIR. NEWSLETTER-**Jamie Roelke, Open**

CO-DIR. ROSTER / BOOKLET

-**Carrie Dreger, Jennifer Cejka**

WEBMASTER-**Eric Ledvina**

PUBLIC RELATIONS-**Bob Smith\***

COMMUNITY SERVICE-**Joel Schult**

DIR. OF STUDENT ACTIVITIES-**Mary Pierce\***

## **MEMBERSHIP DEVELOPMENT**

TEAM LEADER-**Kristi Miller**

DIR. OF MEMBER ACQUISITION-**Brian Dewitt**

DIR. OF RETENTION & PARTICIPATION-**Open**

DIR. OF CORP. AND ACADEMIC DEV.-**Open**

CO- DIR. OF MEMBER ATTENDANCE -

-**Cody Giese, Evan Schreiner**

DIR. OF EMPLOYMENT - **Open**

Contact info for our board members can be found in the roster booklet, or by going to <http://heartofwi.imanet.org>

\*UWSP student

Please contact **Becky Reimer** at [becky.reimer@sentry.com](mailto:becky.reimer@sentry.com) or **715.346.7782** if you are interested in fill one of the open positions.