

Special points of interest:

- Board Positions are still available for the 2009-2010 year.
- Contact the Board if you have a suggestion.

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October 20, 2009 Dinner Meeting

U. S. Postal Service Today

Lori Rogney - Post Master, United States Postal Service

Lori will present the changes that are happening at the Postal Service and how the U.S. Postal Service is weathering the current economic recession. The presentation will include a detailed description about the action our administration is taking to continue to provide universal service and stay solvent. She will provide the inside scoop about the financial side of the postal business and what issues affect the postal industry.

Lori Rogney has been with the U.S. Postal Service for 29 years. She was a clerk and city carrier before entering the management field in 1989. She has been the Postmaster of Marshfield since 1994 and is currently the acting Postmaster in Wausau. Lori has had the opportunity to work on special assignments in the Milwaukee, Madison, and Green Bay areas. She is also the Postal Co-Chair of the Central Wisconsin Postal Customer Council (CWPC) which is a group of mailers and postal people who get together several times of year to network and participate in educational sessions in an effort to grow our businesses. Lori has two grown children and enjoys water sports, gardening, and reading.

Meeting Agenda

Location: The Bar, Wausau

Social Time: 5:00—5:30 pm

Dinner: 5:30—6:00 pm

President's Remarks: 6:00—6:10 pm

Presentation: 6:10—7:00 pm

Tour: 7:15—8:00 pm

Investment: \$13 IMA Members & Guests, \$8 Students

Dinner will be served buffet style. Choices include Hot Beef and Pork Sandwiches, Chips and Dip, Relish Tray, Hot Pasta, and Brownies.

Please make your dinner reservations by noon on Friday, October 16.

Online registration at: www.heartofwi.imanet.org/dinner_reservations.htm

Or contact Joann Schultz at Sentry Insurance:

Phone 715-346-7511

Fax: 715-346-7842

Email: joann.schultz@sentry.com



Looking for a way to network with professional accountants?

Join the Heart of Wisconsin Chapter Board of Directors!

Positions still available for the 2009-2010 year.

Check the Heart of Wisconsin Chapters website for more details!

President's Message

We had great attendance for our first dinner meeting of the year with many students from the university joining us. Gary Fehlhaber shared with the group tips on the current job market and how using a recruiter can be helpful in your job search.

October's meeting will bring us a speaker from the Wausau Post Office to speak on current mailing issues. A bonus to this meeting will be the tour after the meeting at the distribution center. I hope that you will be able to join us for this exciting meeting. Be sure to note the different times for the dinner, presentation, tour, and reduced investment to attend this meeting. I hope you are able to join us.

The board has also joined with the PCACPA to offer a 1 hour CPE lunch session on Wednesday, October 14. Check the website for more details.

Some encouraging news for CMA certified or soon to be certified members in the 2008 IMA's Annual Salary Survey. It was featured in the USA Today Snapshot (August 19, 2009, Money section, page 1B). It compares the average total compensation of certified professionals versus those without certification. The survey revealed that CMA's have greater earning power than non-certified peers. (\$125,600 versus \$95,974).

Hope to see you at the October dinner meeting.

Best regards,

Jennifer Poggemann
President, 2009-2010

Directions—The Bar

**10302 Market Street
Rothschild, WI**

From the North:

Head South on I-39 to US-51 Business - Exit 185
Turn right onto US-51 Business - 0.4 miles
Turn right onto Imperial Ave - 0.1 miles
Turn right Market Street - 0.1 miles
Arrive at 10302 Market Street

From the South:

Head North on I-39 to US-51 Business - Exit 185
Turn right onto US-51 Business - 0.4 miles
Turn right onto Imperial Ave - 0.1 miles
Turn right Market Street - 0.1 miles
Arrive at 10302 Market Street





Entrepreneurship Conference

October 22-23, 2009
Carroll University
Campus Center Ballroom
100 N. East Avenue
Waukesha, WI 53186

Opportunity to earn 16 CPE credits
Cost: One day \$250, Two days \$400

The Mid America Council IMA and the Wisconsin CPA Society are co-sponsoring the Entrepreneurship Conference. This two day conference will be packed with information and ideas to spark your entrepreneurial spirit. Several nationally published authors are on this agenda. Please visit the conference website at https://regonline.com/63384_760584J for details.

Attendance at this event is restricted to a maximum of 150 people. Early registration cutoff date is October 1, after which there is a higher fee for attendance. Attendance is not limited to IMA members. For more information contact Mary Stautmann at mary.stautmann@gmail.com or Marcia Brown at mbrown@aweware.com.



Upcoming 2009-2010 Heart of Wisconsin Schedule of Meetings

November 17, 2009

Questioning Ethics - 2 hour presentation
Shooters, Plover

December 15, 2009

Energy Management
Beach House, Lake DuBay

January 19, 2010

Management of Potato Farm
Spiedini's, Plover

Have a suggestion for a dinner meeting topic, a CPE seminar, or for how the chapter can better serve you?

Contact a board member or attend the monthly board meeting prior to the dinner meeting to share your idea.

Member Get A Member Campaign

From September 9th through October 30th IMA is running a special Member Get a Member campaign. Tap into your professional network, and encourage a colleague to join IMA. In return for each new member you sign up, you will be entered into a cash incentive challenge program. Each entry will be eligible to receive cash rewards. When the contest ends, cash prizes of \$1,000, \$600, and \$400 will be awarded to randomly chosen entries.

How to participate:

- Find a friend or colleague and explain to them the benefits of becoming a member.
- Have them complete the special membership application/entry form. Applications for this program must include your name and member number as well as promo code M2M0909 to ensure that you receive proper credit.
- As the referring member, you will automatically be entered into the contest once the new application is processed.

Reporting CPE

Lindsey Somers is in charge of reporting CPE to national for all members attending chapter sponsored events. If you complete CPE on your own, please provide Lindsey Somers with the information about the CPE event and she will report the hours to National.

Email: Lindsey.Somers@sentry.com

Happy Anniversary!

October:

[Todd Hasenbank - 15 years, Angela Porsch - 15 years, Joel Schult - 10 years](#)

[Kristi Miller - 5 years, Evan Schreiner - 5 years](#)

Accounting Student Career Night!

October 8, 2009 at SentryWorld High Court

A panel of accounting professionals will answer students' questions regarding accounting career options and professional certifications. A variety of career paths will be represented including Internal Audit, Public Accounting, Nonprofit Accounting, and various forms of Management Accounting. A social hour will follow. All IMA members are encouraged to attend the presentations and network with students and peers during the social hour. Register by following the link provided below.

Timetable:

3:00 p.m. - Sentry Insurance Campus Tour

3:30 p.m. - Registration

4:00 p.m. - Panel Presentations

6:00 p.m. - Social Hour with Hors D'oeuvres

Cost: Free (advanced registration required)

Register by October 7, 2009 at: <http://www.theiia.org/chapters/index.cfm/view.events/cid/167>

CPE Opportunity!

Portage County Area Certified Public Accountants (PCACPA) & Heart of Wisconsin IMA Co-Sponsored CPE Event

Join us for a One Hour Luncheon CPE Opportunity in Stevens Point. Have a delicious lunch, earn CPE, and network with another professional accounting organization from Portage County. The PCACPA's primary focus is networking for local CPAs and future CPAs. They offer a monthly luncheon (second Wednesday of every month) in Stevens Point.

Luncheon/CPE Event

Earn 1 hour of CPE

Date: Wednesday, October 14

Time: 12:00 (noon) to 1:15

Investment: \$6 for PCACPA, IMA members, and guests

Topic: Communication

Location: Kristin's Riverwalk, Downtown Stevens Point

Questions? Lindsey Somers 715.346.7826 or Lindsey.Somers@Sentry.com

Questioning Ethics: Meeting Today's Ethical Challenges

Mark the November 17 dinner meeting on your calendars for a two-hour ethics presentation!

Why it's important: Employees today are looking to their employers to determine expected conduct. Experience a unique ethics training system designed to heighten everyone's awareness of ethical situations.

Who should attend:

Managers seeking an ethical training system.

Companies or departments requiring ethics training.

What you gain:

Why Ethics can be Trained

Framework for Evaluating Ethical Dilemmas

Resources Available for Support

Presented by Karen Jett, Ethics Expert

For more information about Karen and her company's values, visit her web-site at www.JettExcellence.com.

News - IMA Secures NASBA Approval for Webinars

In its mission for advancing professional knowledge and skills, IMA has secured approval by the National Association of State Boards of Accountancy (NASBA) to offer Continuing Professional Education (CPE) credit through IMA's live webinar events.

Through NASBA approval, accounting professionals with certification, including Certified Public Accountants (CPA), and others, can now attend IMA webinars to meet their annual CPE requirements. Previously, IMA's webinars were approved for CPE credit for IMA's Certified Management Accountant (CMA) members exclusively.

NASBA, the umbrella organization for the 55 state boards which regulate the accounting profession in the U.S., evaluated IMA's webinars for relevant and current content, structure, and quality of programming to ensure appropriateness for accounting professionals. IMA has met the standards and requirements set forth by NASBA for CPE credit.

IMA's webinar offerings include the monthly Inside Talk series, sponsored by Ajilon Finance, covering industry-wide best practices and topical issues; and Inside IFRS, which are held in partnership with Deloitte & Touche LLP expert presenters. Both are free to IMA members, worth a total of 12 CPE as part of member benefits.

2009-2010 Board of Directors

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

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

CO- DIR. OF MEMBER ATTENDANCE -

Jacob Kwiatkowski*, Jamie Roelke*

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 Jennifer Poggemann at jennifer.poggemann@sentry.com or 715.346.6706 if you are interested in filling one of the open positions.



IMA Chapter members receive significant discounts on all CMA and CPE purchases!



Contact Melissa Leonard at:
800.874.5346 Ext. 131
melissa.leonard@gleim.com
gleim.com

Your Heart of Wisconsin IMA Chapter has partnered with Gleim Publications to ensure your success on the CMA exam! Working together, we will provide you the necessary study tools to prepare for this difficult exam.

Gleim provides an extensive self-study course for the CMA exam. Our most successful candidates use the Complete CMA System with Gleim Online. This system combines Review Books, Test Prep CD-ROM software, Audio CDs, CMA Gleim Online and a Personal Counselor (a real live person!) to maximize your available study time. Because Gleim identifies and focuses on your weak areas, you will not spend any more time preparing than is necessary to guarantee success. The Complete CMA System with Gleim Online GUARANTEES that you will pass each exam part the first time.

As a member of the chapter, you are eligible for significant discounts (from 20%-32%) on any of Gleim's CMA material