



### IN THIS ISSUE:

- Annual Conference
- Letter from the President
- 2011 – 2012 Meeting Rates
- CMA Advice
- Meeting Schedule
- Strategic Finance

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### ANNUAL CPE CONFERENCE

**WHEN:** August 16 – 17, 2011

**WHAT:** 16 hours of professional CPE

**WHERE:** Tulsa Renaissance Hotel and Convention Center

**REGISTRATION:** [www.tulsaima.com/registration.php](http://www.tulsaima.com/registration.php)

**COST:** \$300

Group pricing and sponsorship opportunities available. Contact Jennifer Mitcho at 918-878-2111 or [jennifer.mitcho@accountingprincipals.com](mailto:jennifer.mitcho@accountingprincipals.com)

### **Don't Miss This Exciting Educational Opportunity!**

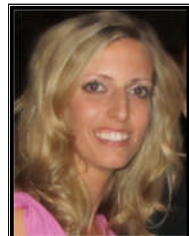
The Tulsa 2011 IMA Educational Conference in Tulsa, OK is a fantastic opportunity to hear about the economic future of local, regional, and international economies.

- Speakers such as Anirban Basu who has gained the honor of Mid-Atlantic region's most recognizable economist.
- Nationally known but locally loved college football's Ken Hatfield, on Football-Business - Life: Fundamentals are the Key.
- Nationally known Marianne Jennings speaking on the current and future state of ethics.
- Cost forecasting specialist Sam Weaver will show you how to forecast the cost of launching a new product line.
- Bud Kulesza, former IMA National Chair, will be instructing on Team Building and Conflict Management.
- In addition, speakers with a variety of backgrounds including: entrepreneurial, tax, lean accounting, and ethics will be sharing their experience with those in attendance.
- Earn up to 16 CPE hours.

### LETTER FROM THE PRESIDENT

We're off to another great year at the Tulsa IMA! The board is slated, the conference is planned, and the lunch schedule is taking form.

I am honored to serve as chapter president this year. A little about myself for those of you who don't know me – I am a graduate of Oklahoma State University (Go Pokes!), currently employed as Director of Finance and Controller at the Bama Companies, and the proud mother of one fabulous daughter, Bailey. I hold both IMA designations, CMA and CFM, and have found both to be invaluable in my career.



I joined the IMA in 2003 and became active with the Tulsa board shortly thereafter. Although I have held a variety of titles, my longest tenure has been as Director of Newsletter and Website – a great position which has "encouraged" me to stretch my comfort zone and learn a handful of new skills.

I am very excited about the upcoming year. At the top of my agenda is the engagement of students and young professionals. I encourage each of you to reach out to those you know and invite them to attend our meetings. Additionally, please make it a point to introduce yourself to young members and include them in conversation during our lunch meetings.

Our annual conference is just around the corner – August 16th and 17th at the Renaissance Hotel. I want to thank our board members, especially Robert Coke, for their hard work in organizing the event. We have a fantastic slate of speakers this year. If you haven't registered yet, seats are still available at [www.tulsaima.com/registration.php](http://www.tulsaima.com/registration.php)

We will resume our regular lunch meetings on September 20th at ONEOK field. If you have any suggestions for future topics or speakers, please contact Mike Turner at [michael.turner@resources-us.com](mailto:michael.turner@resources-us.com).

See you soon,  
Kimberly Joyce, CMA, CFM, CPA

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#### LINKS:

**Local Website**  
www.tulsaima.com

**National Website**  
www.imanet.org

**IMA Membership**  
[http://www.imanet.org/ima\\_membership.aspx](http://www.imanet.org/ima_membership.aspx)

**CMA Certification**  
[www.imanet.org/cma\\_certification.aspx](http://www.imanet.org/cma_certification.aspx)

#### **IMA's Ethics Helpline**

IMA® has always recognized the importance of ethics in business, beginning with the organization's founding in 1919. IMA's Statement of Ethical Professional Practice serves as the organization's ethics code, to help guide the business and personal decisions made by IMA members and their organizations.

To support the Statement, IMA members with questions regarding ethical matters can contact the IMA Ethics Helpline at 1-800-245-1383, 24 hours a day. The Helpline is also available, toll free, to international members. Visit the Ethics Center on IMA's website for more information and international dialing instructions. The Helpline is administered by Global Compliance Services, a third-party who will work to understand the details of any issue and gather all relevant information. The concern will be forwarded to IMA's Committee on Ethics, who will provide guidance to the issue. The Helpline does not provide legal advice. Callers have the option of remaining anonymous and confidentiality is maintained at all times. IMA will not provide a specific resolution but will explain how the dilemma relates to the provisions of IMA's Statement of Ethical Professional Practice.

**Questions or comments may be directed to the editor:**  
Kimberly A Joyce, CPA, CMA, CFM  
918-520-3566  
tulsa.ima@gmail.com

#### 2011 – 2012 Meeting Rates

Our meeting rates beginning in September will be as follows:

IMA Members - \$20  
Non-Members and Guests - \$25  
Students - \$10

IMA membership information is available at: [www.imanet.org/ima\\_membership.aspx](http://www.imanet.org/ima_membership.aspx)

#### GET BACK ON THE HORSE

*By Melissa Leonard, Gleim Chapter Coordinator*



A horse trainer would tell you that one doesn't actually ride horses until the day he or she falls off. After their first fall, some will refuse to get back on another horse for as long as they live. Others will climb back atop their horse and keep riding. The latter know that they will likely fall again some day, but enjoy horseback riding enough to trot on.

The process of studying and taking the CMA exam can be similar. At some point, you are going to come across material that is difficult to master, such as questions covering topics you haven't looked at since you were in college. You may take some 20-question quizzes and score below 50 percent or lower! You can't let it bother you. Rather, you need to "get back on the horse" and keep studying.

Some CMA candidates have quit studying and aspiring to be a CMA because a topic was too frustrating for them. The logic is that they can't understand topic "X," so they won't be able to pass the CMA exam. This thinking is nonsense; you will probably only see a couple of questions from certain difficult topics because the CMA tests you on many topics. Thus, you can't let a topic or two dissuade you from continuing to study. You want to become a CMA and therefore, as frustrating as studying some topics may be, you need to fight through and understand the material enough to pass the CMA exam.

Everyone can remind themselves to "get back on the horse," whether it is preparing for the CMA exam, pursuing a life goal given up long ago, or in every day life. It may not be easy the first time, but keep trying and you will get there

*Gleim is committed to helping you accomplish your goal of passing the exam and becoming a CMA. Your Tulsa 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 Tulsa 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.*

#### FUTURE MEETINGS:

2011 – 2012 Meeting Schedule

We meet on the third Tuesday of the month at ONEOK Field in downtown Tulsa. Lunch begins at 11:30 am, and the speaker begins at noon.

9/20/11  
10/18/11  
11/15/11  
12/20/11  
1/17/12  
2/21/12  
3/20/12  
4/17/12  
5/15/12

Cost - \$20 for members; \$25 for non-members.  
Student Rate - \$10

Registration is available online and credit card payments are accepted electronically at [www.tulsaima.com/meeting\\_payment.php](http://www.tulsaima.com/meeting_payment.php)

Payment at the meeting is limited to cash or check.

**FIND US ONLINE!**



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**STRATEGIC FINANCE HIGHLIGHTS**

IMA's flagship publication is an award-winning monthly magazine that provides the latest information about practices and trends in finance, accounting, and information management.

The following articles were published with the July 2011 Newsletter:

[Developing a Strategic Plan](#)

IMA's strategic plan is the result of a thoughtful, collaborative, and transparent process in which all issues are thoroughly analyzed and the input of key stakeholders is considered carefully. [www.imanet.org/PDFs/Public/SF/2011\\_07/07\\_2011\\_perspectives.pdf](http://www.imanet.org/PDFs/Public/SF/2011_07/07_2011_perspectives.pdf)

[5 Barriers to BI Success and How to Overcome Them](#)

By Steve Williams

When used properly, business intelligence (BI) allows companies to leverage the information they already collect to improve the efficiency and effectiveness of the processes that drive increased profits. The trick is to integrate the data company-wide, across divisions, something a lot of firms continue to struggle with. In this article, an expert in BI identifies the roadblocks to success and, more critically, how to steer around them. [http://www.imanet.org/PDFs/Public/SF/2011\\_07/07\\_2011\\_williams.pdf](http://www.imanet.org/PDFs/Public/SF/2011_07/07_2011_williams.pdf)

**Empowering accountants and financial professionals to drive business performance.**

IMA is the worldwide association for accountants and financial professionals working in business. We are committed to helping you—and our more than 60,000 members—to expand your professional skills, better manage your organization, and enhance your career.

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