

IMA's Student Leadership Conference PROGRAM SCHEDULE

MAKE it HAPPEN SLC16



Thursday Nov 10

1:30 pm - 3:30 pm

Industry Tours

Please arrive 15 minutes prior for check in.

GM Renaissance Center

A trip to Detroit is not complete without a tour of this iconic landmark. The Renaissance Center is home to the General Motors (GM) headquarters and showroom as well as many other companies, restaurants, and shops. Learn about the rich history GM shares with the city along with some fun facts and have a chance to catch the amazing views! Also hear from members of the accounting/finance team about how they are a vital part of the organization's success.

Ford Field (Home of the Detroit Lions)

Are you ready for some football? Come visit Ford Field and get a behind-the-scenes glimpse at Detroit's crown jewel, which is the home of the Detroit Lions, Super Bowl XL, and the 2009 NCAA Men's Basketball Final Four. Learn what it's like to be a part of the finance arm for a professional sports team.

Quicken Loans

Quicken Loans, Inc. is the nation's largest online retail mortgage lender and the second largest retail mortgage lender in the United States. Come tour its unique headquarters and learn about the company's dynamic vision and efforts to revitalize downtown Detroit into a vibrant, urban core.

4 pm - 7 pm

Registration Open (Renaissance Foyer)

4:30 pm - 7 pm

Welcome Reception and Icebreaker/ Exhibitor Showcase (Renaissance Foyer)

Come network with fellow students, educators, and exhibitors. A fun interactive icebreaker activity is planned. Lots of opportunity to meet important professional contacts and win great prizes. Be sure to bring extra copies of your résumé to be considered for an internship or entry-level position with some of our exhibitors. Food and refreshments will be served. Don't miss out!

7 pm - 8 pm

Student Chapter Leadership Roundtable (Columbus)

Facilitator: Jimmie Smith, CPA, Occidental Petroleum (retired)

Are you part of a student chapter or thinking of starting one at your school? If so, this is the session for you. Share best practices with fellow members throughout the country.

8 am - 5 pm

Registration (Renaissance Foyer)

8 am - 9 am

Breakfast & Exhibit Time (Renaissance Foyer)

9 am - 9:15 am

Welcome & Announcements (Columbus)

Marc P. Palker, CMA, RTRP, Principal, MPP Associates;
2016-2017 IMA Chair

9:15 am - 10:15 am

General Session (Columbus)

Betting Big on Detroit: Investing in People and Passion

John Fikany, Vice President of Strategy Development,
Quicken Loans

John Fikany will share his story of the growth of the business and its impact on the rebuilding/revitalization of the downtown Detroit area. He will also share words of wisdom on leadership and tips for career success.

10:15 am - 11 am

Break & Exhibit Time (Renaissance Foyer)

11 am - 12 pm

General Session

Embarking on Your Career Journey: Making Your Passion Your Paycheck (Columbus)

Patrick Jones, Founder and CEO, Vocatio, Entrepreneur and
Management Consultant

Finding your ideal career can be a daunting journey—with so many directions to take, it's easy to feel overwhelmed. Hear tips from Patrick on how to find a job that's the perfect fit

for you, and learn about the importance of pursuing your passion as well as a paycheck on your road to success.

12:15 pm - 1:15 pm

Lunch & SCMS Presentation (Columbus)

Stuart Cameron McLeod Society (SCMS) will present the SCMS Scholarship "check" and this year's recipient, Gregory Schenk, will share some thoughts. IMA student and educator award winners will be recognized at this time as well. Exhibitor prizes will also be awarded.

1:30 pm - 2:30 pm

Concurrent Sessions

CMA 101 (sponsored by) (Cartier)

Lisa Beaudoin, CMA, CAE, Director, Educational Partnerships, IMA; Kaiser Mock, CMA—pending work experience, CPA, Financial and Statutory Accountant, Dow Chemical Company

Professional certification is a great way to differentiate yourself in a competitive hiring market. The CMA® (Certified Management Accountant) demonstrates that you have the skills and knowledge that accounting and finance hiring managers are looking for and value. Attend this session to learn more about how to become a CMA. You'll also hear some great tips and insight from a recently minted CMA.

The New Science of Judgment and Decision (Cabot)

William (Bill) Tayler, Ph.D., CMA, Associate Professor of
Accounting, Brigham Young University

As a management accountant, you will be faced with many opportunities to use your judgment and decision-making skills. New research has revealed fascinating insights into

how we think and how even the most experienced and accomplished decision makers unknowingly fall prey to predictable biases. Learn a simple yet powerful model for consistently making high-quality judgments and identifying errors that can affect the judgment and decision making of even the most seasoned, experienced professionals.

A Family's Perspective on the Journey from Student to CFO: Choices, Challenges, and Opportunities (Columbus)

William R. Jellison, CMA, Vice President and Chief Financial
Officer, Stryker (retired); Cara Burris, CPA, Finance Manager,
Zimmer Biomet; Laurie Jellison, CPA, Staff Accountant, EY

If you want to know what it takes to become a CFO, then you've found the right session to attend! While a CFO position is difficult to attain and requires many years of work experience and specialized knowledge, you should believe that it is well within your grasp. Hear from Bill Jellison about what a typical CFO does, along with suggestions regarding areas to focus on to keep your career on track. Additionally, hear from Bill's daughters, who have followed him into accounting, about their experiences as they strive to achieve their career goals.

2:30 pm - 3 pm

Break (Renaissance Foyer)

3 pm - 4 pm

Concurrent Sessions

Leading from the Start (Cartier)

Allyson Parker, Executive Director, Human Resources, Talent
and Learning, Ally Financial, Inc.

What makes a great leader? How do I mobilize others to accomplish extraordinary things? Is it really possible to

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lead others if I've just started my career? Gain insight and perspective from an expert on how you can lead at any level in an organization.

CMA Jeopardy (sponsored by)

(Cabot)

Sue Mullen, CMA, CPA, Professional Instructor, Ashland University

Want to learn more about the topics tested on the CMA exam? This fun session is for you! Play Jeopardy along with an accounting professor to find out how the material from your college classes is tested on the CMA exam.

Career Tracks: Converging on Management Accounting (Columbus)

Panelists: Emily Heintz, Associate Director, Michigan Venture Capital Association; Dr. Sean Stein Smith, CMA, CPA, CGMA, CFE, DBA, Assistant Professor of Professional Practice, Rutgers University; Kaiser Mock, CMA—pending work experience, Financial and Statutory Accountant, Dow Chemical Company
If you are majoring in accounting or finance, be sure to consider all options for your postgraduation career path. Hear from a panel of industry professionals about their responsibilities, how they serve as strategic business partners to their organizations, and why you should think about starting your career as a management accountant.

4 pm - 4:15 pm

Break (Renaissance Foyer)

7:30 am - 11 am

Registration (Renaissance Foyer)

7:30 am - 8:30 am

Breakfast (Renaissance Foyer)

8:30 am - 9:30 am

Student Workshops

Using Social Networking to Advance Your Career

(Cabot)

Terry Bean, speaker, trainer, author, and Motor City Connect Founder

LinkedIn has quickly become an essential tool for all professionals from students to executives. Discover how to utilize this ultimate networking tool to impress employers and build your industry network and knowledge. This session will provide tips on making your profile stand out, getting connected to your dream companies, and more.

Forensic Accounting: How Your Accounting Skills Help Catch the Crooks (Columbus)

Stephen Moore, Supervisory Special Agent, IRS Criminal Investigation

You hear about how forensic accounting is the key to cracking several high profile cases in the news and on TV shows like American Greed. Take a behind-the-scenes look with an IRS Special agent and learn how he and his colleagues combine their accounting skills and law-enforcement powers to dismantle criminal schemes, scams, and cons.

Career Roundtables (sponsored by Vanguard)

(Cartier)

Moderator: Frederick Loud, Finance Director, Vanguard
Facilitators: Sue Bos, CMA, CPA, CFE, Deputy Treasurer,

4:15 pm - 5:15 pm

Concurrent Sessions

How the Finance Team Can Help Drive Success and Innovation (Cartier)

Jonathan Hughes, CFO, Shinola

Entrepreneurial businesses like Shinola embrace innovation and change as a business strategy in order to stay ahead of their competitors. Jonathan will discuss how Shinola's finance team helps the organization maintain a competitive value proposition in this ever-changing global environment.

Interviewing Skills: Winning Your Next Job

(Columbus)

Passard Dean, CMA, CFE, CIA, CFSA, CRMA, FLMI, Professor of Accounting and Finance, Saint Leo University

How do you prepare for an interview? What is the best way to conduct yourself during the discussion with a potential employer? What is the appropriate follow up afterward? Learn the answers to these questions and more as Dean helps students differentiate themselves from the other interviewees.

Navigating the New Workplace: Tips for Communicating Across Generations

(Cabot)

Ed Garsten, Head, Chrysler Digital Media (Retired)

Four wildly different generations are now working together

Washtenaw County Government; Emily Heintz, Associate Director, Michigan Venture Capital Association; Renee Lesko, CMA, Vice President, Accounting Services, Lafarge Corporation; John Lottier, CMA, CPA, Senior Finance Director, Johnson & Johnson; Benjamin Mulling, CMA, CPA.CITP, Chief Financial Officer, TENTE Casters, Inc.; Marc Palker, CMA, RTRP, Principal, MPP Associates, Inc.; John Pollara, CMA, Chairman and CEO (retired), Zieman Manufacturing Company; Lisa Sperling, Controller, Retail and Fleet Marketing, Ford Motor Company; Kim Wallin, CMA, CFM, CPA, former Nevada State Controller; Ginger White, CMA, Corporate Purchasing Finance Director, Cummins Inc.

When new hires look back at how they started their first job, many have the same sentiment: "I wish I knew then what I know now." At this session, you'll get to ask questions to experienced professionals on topics such as internships, work-life balance, technology, time management, and more.

8:30 am - 10:30 am

Faculty Workshop

Innovative Accounting Programs/ IMA Happenings (Marquette AB, Level 5)

Lisa Beaudoin, CMA, CAE, Director of Educational Partnerships, IMA; Sajay Samuel, Ph.D., Clinical Professor of Accounting, Penn State University

Sajay Samuel will share information about Penn State's innovative accounting program in Corporate Control and Analysis, which prepares students for careers outside of public accounting. Also, learn more about IMA's many resources and programs for the academic community.

9:30 am - 9:45 am

Break (Renaissance Foyer)

in office settings, which can potentially be a recipe for disaster. Each has wide-ranging value sets and often conflicting communication styles. Hear from a veteran communications guru about tips and guidelines for ensuring those important conversations go smoothly and productively.

6 pm - 8:30 pm

Friday Night Networking Event

Punchbowl Social

After a long day in sessions, unwind with your friends and colleagues while dining on a delicious dinner buffet and singing karaoke, shooting pool, and knocking down pins. It is sure to be a night to remember! Don't miss this great opportunity to make new acquaintances that can potentially help you with your career goals and aspirations. We will also have our judges on hand for the T-shirt design competition. Be sure to have your school design one and be a part of the fun!

Bus pick-up is located at the 1st floor motor lobby (hotel valet entrance).

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9:45 am - 10:45 am

Repeat of Student Workshops

Using Social Networking to Advance Your Career

Forensic Accounting: How Your Accounting Skills Help Catch the Crooks

Career Roundtables

11 am - 12 pm

General Session and Closing Remarks

H.I.T.T. Hard: Overcoming Adversity in Life

(Columbus)

Paul Artale, motivational speaker, leadership trainer, and presentation coach

Featuring his experiences in semipro and college football as a framework, Paul Artale shares his personal journey of overcoming physical challenges to inspire you to be more and do more in life. He will share his stories and thoughts on developing and strengthening a possibility mindset, understanding the value of building a strong support network, and reacting to and overcoming challenges in a proactive manner.

12 pm - 1 pm

Lunch (Columbus)

Boxed lunches are available for grab-and-go or sit-and-chat, depending on your travel schedule.