



The Association for
Accountants and
Financial Professionals
in Business

THE BOTTOM LINE

A Monthly Publication of the Tulsa Chapter IMA

MAY 2011

WWW.TULSAIMA.COM



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NEW MEETING LOCATION

The Tulsa Chapter is excited to announce that we are now meeting at **Driller's Stadium at ONEOK Field**. The new venue will accommodate our growing membership and provide opportunities for future social events.

DIRECTIONS TO ONEOK FIELD

ONEOK Field is the new home for the Tulsa Drillers, located at 201 North Elgin Avenue in the historic Greenwood District in downtown Tulsa.

FROM INTERSTATE 44 or 244:

Take I-44 to I-244. Take the Cincinnati/Detroit Exit (#6A); Go south on Cincinnati Ave. to Brady St.; go east two blocks to Elgin Ave.

FROM HIGHWAY 51 (Broken Arrow Expressway):

From 51, merge onto U.S. Highway 75 North. Take the downtown exit (7th Street). Go approximately two blocks on 7th Street before turning right (north) on Detroit Avenue. Take Detroit to Archer Street, turn right

MAY MEETING INFORMATION

TOPIC: How to Protect Yourself, Your Children, and Your Business on Social Media

SPEAKER: Joe Mullenex

DATE: Tuesday, May 17, 2011

TIME: 11:30 AM – 1:00 PM

NEW LOCATION: Driller's Conference Center at ONEOK Field; 201 N Elgin Avenue, Tulsa

PRICE: \$20 Members and Guests; \$10 Students

RSVP:

By Credit Card - https://www.tulsaima.com/meeting_payment.php

Cash or Check: Christina Bates, Director of Meetings, IMA 2010-2011

588-7021 office, 284-3650 cell, or Christina.Bates@oneok.com

Recommended for one hour of continuing education credit

ABOUT THE SPEAKER:

Mr. Joe Mullenex joined Avansic in 2008 and serves as a Regional Technical Director. He oversees the expansion of Avansic into additional markets and manages all resulting business development for those markets, particularly in Texas.

Prior to joining the Avansic team, Mr. Mullenex served 6 years at CVS|Caremark as Director of Operations. Among his responsibilities were systems management, Medicare operations and enrollment administration. Mr. Mullenex also worked in several areas of corporate compliance, specifically related to HIPAA and Sarbanes-Oxley compliance.

Mullenex has also served in the Information Technology arena for CVS|Caremark in the Operations and Application Development areas. He was the lead developer of the training curriculum used across the entire organization's Information Technology staff for the company's internal systems.

Mullenex attended Baylor University, where he received a degree in Communications. He has significant experience in the technology sector and the regulatory issues facing corporations nationwide.

LETTER FROM THE PRESIDENT

I can honestly say that it's been a true privilege serving each of you over the past year. I couldn't ask for a better board surrounding and supporting me to help grow and develop IMA. To the board, thank you so much for everything you do that keeps this organization alive and thriving! I've learned so much in my time with the Tulsa IMA that I can't possibly list it all. I genuinely cherish the relationships forged through IMA and



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LINKS:

Local Website
www.tulsaima.com

National Website
www.imanet.org

IMA Membership
http://www.imanet.org/ima_membership.aspx

CMA Certification
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:

know those will continue through the years to come. As most of you know I now reside in Oklahoma City, so I won't be around for future meetings. I will miss this group, the learning opportunities and the friends I've made along the way. I am, however, very excited to pass the gavel to Kimberly Joyce who is a long time member and leader within IMA. She is a wealth of knowledge and will be a phenomenal President to lead IMA to new heights! Please welcome her with open arms and remember to support her and the incoming board in their new endeavors. Have a wonderful summer and my best to all of you!

Roxie McLerran

Community

The Tulsa Chapter is proud to announce the following charitable donations given in the community:

- **\$1500 to Emergency Infant Services** - The mission of Emergency Infant Services is to meet the basic human needs of infants and children through five years of age, whose families are in crisis. Each year Emergency Infant Services serves about 7,200 families in financial crisis, providing essential care items to over 12,000 needy children across northeastern Oklahoma.
www.emergencyinfantservices.org
- **\$1500 to Spina Bifida Association (SBA)** – Spina Bifida is the most common permanently disabling birth defect in the United States. It occurs when the spine of the baby fails to close during the first months of pregnancy. The effects of Spina Bifida are different for each person and there is no known cause. The mission of SBA is to promote the prevention of Spina Bifida and to enhance the lives of all affected. www.spinabifidaassociation.org
- **\$1500 to Dress for Success** - The mission of Dress for Success is to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. www.dressforsuccess.org

Annual Conference

The Institute of Management Accountants will again host our annual Tulsa professional education conference. This year's event will be Tuesday, August 16th and Wednesday, August 17th, 2011.

The 2011 Conference Planning Committee, lead by Chairman Robert Coke, is working to deliver a conference that will have a strong technical program and a high quality speakers.

We will again have a diverse set of topics and breakout sessions. We will cover accounting & tax updates, ethics, reviews of the economy, leadership topics and more. We will begin listing the speakers over the next couple of months.

Conference Fees

An early bird discount is available for registration fees prior to July 18, 2011. Registration will commence in May 2011.

Conference Hotel and Accommodation The 2011 Tulsa IMA CPE Conference will be held at the Renaissance Hotel in Tulsa.

For more information: www.tulsaima.com/cpe_conference.php

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

Small Sacrifices Lead to Big Benefits



By Melissa Leonard, Gleim Chapter Coordinator

You want to succeed on the CMA Exam, and you want to do it as quickly as possible. Exam candidates should remember that the exam is challenging, and sometimes you have to make small sacrifices to accomplish your goal. Here are some suggestions you can employ during your CMA Exam preparations to guarantee success.

Forgo your favorite music or talk show during your commute to work, and listen to audio lectures instead. This small change will save you hours of other study time and will reinforce information as you learn.

Many people are most productive early in the morning when they are rested. You may not be a morning person, so you may have to give up a late night show and get to bed earlier. Experiment with waking up early and studying for an hour or two in the morning. Studies have shown that students cover more material in less time when the mind is clearer and there are fewer disturbances. They are able to internalize information that is more accessible for recall.

During lunch break, reserve 15 to 30 minutes of quality study time instead of reading your favorite book or going out with your co-workers. Gleim candidates use the Gleim Online course or Test Prep software to practice answering multiple-choice questions. This is a small sacrifice, so if you find yourself wishing you were outside during that hour, take your review book or laptop and study outdoors.

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 to take advantage of the offer or if you have any questions.

FUTURE MEETINGS:

The Tulsa Chapter is on break for the summer!

Join us at our annual conference August 16-17

Our regular CPE lunches will resume in September



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.