



The Association of  
Accountants and  
Financial Professionals  
in Business

# 15<sup>th</sup> Annual IMA Michigan 2016 Fall Conference

**Monday, October 31, 2016**  
**Kellogg Center-Michigan State  
University**

**Meeting starts at 8:00 with  
Registration and Networking**

**8 hours of CPE with 2 CPE of Ethics**

### Conference Fees

Members by October 10.....\$ 145

Members after October 10.....\$ 185

Nonmembers by October 10.....\$ 190

Nonmembers after October 10...\$ 235

Student .....\$ 65

*A \$5 Convenience fee is added to all credit card payments*

Price includes Continental Breakfast & Lunch

**Register by October 10 to receive the  
Early Bird Discount**

## Speakers



Brian Boike joined Flagstar in October 2014 as executive vice president and treasurer. In this role, he is responsible for all treasury activities, including management of the bank's balance sheet, capital, funding, and liquidity. He brings to the role an extensive background in corporate treasury, risk management, capital planning, and financial modeling. Most recently, he served as director of capital planning and stress testing for First Merit Bank. Prior to that, he held leadership positions with Citizens Republic Bancorp, including treasurer and asset-liability manager. During his tenure at Citizens, his responsibilities included overseeing capital planning, balance sheet management, liquidity, wholesale funding, investments, interest rate risk, and product pricing.

Topic: "Using Economic Data and Forecasts to Manage the Treasury Function".

Overview of interest rates, and how we got here (current and recent events, some historical context – these are very interesting times! government intervention)

The danger of relying on economic forecasts, including implied forward curves, for strategic planning – the bond market has been wrong since at least 2009

The benefits of considering underlying economic trends in place of price expectations

The benefits of scenario analysis in strategic planning

***If you have any questions, please call or email our conference chair at 313-262-2223 or [chuck.phillips@lions.nfl.net](mailto:chuck.phillips@lions.nfl.net)***

## Speakers



Jim Berlucchi is an educator, speaker and executive coach who also serves as the Executive Director of the Spitzer Center for Ethical Leadership. The Center's mission is to optimize culture, creativity and change in business organizations. Berlucchi had worked with scores of organizations, including Trammell Crow, Caterpillar, Jack in the Box, Pfizer, Trinity Health System, and American Society of Employers.

Mr. Berlucchi works with leaders and staff to enhance personal, ethical and organizational excellence. His has particular expertise in the subjects of happiness, habits, and organizational culture. Drawing from the disciplines of psychology, philosophy, and management science, his methods of delivery include: keynote addresses, seminars, case studies, diagnostics, strategic planning and coaching.

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Please call or email Chuck Phillips at 313-262-2223 or [chuck.phillips@lions.nfl.net](mailto:chuck.phillips@lions.nfl.net) if you are interested in being a sponsor/Partner

## Speakers



Alex C. Eng, CMA, CFM, CPA is Chair-Elect of IMA's Global Board of Directors for the 2016-2017 fiscal year. He also serves as chair of IMA's Planning and Development and Nominating Committees. Alex C. Eng currently serves as Vice President, US Corporate Finance at EDF Renewable

Energy, the North American headquarters for EDF Énergies Nouvelles at EDF Group (Électricité de France S.A.; Euronext: EDF), a public Fortune Global 100 Company and the world's largest power utility. His former experience includes controllership at a global telecom services provider, and as a tax manager and auditor at a national firm. In his legal practice, Mr. Eng has advised on mergers and acquisitions, as well as syndicated lending and structuring of asset-based transactions. A member of IMA since 2003, Mr. Eng is serving his second term on IMA's Global Board of Directors and serves on the Board's Performance Oversight and Audit Committee, and as chair of its Audit Subcommittee. He is a Certified Management Accountant, a Certified Financial Manager, and a Certified Public Accountant. He is an attorney of the State Bar of California, with admissions to the United States District Court for the Southern District of California and the United States Tax Court. Mr. Eng completed a Masters in Business Administration from Suffolk University, a Juris Doctor from Thomas Jefferson School of Law, and a Bachelor of Arts from the University of Calgary (Alberta, Canada). He currently resides in San Diego with his wife and son.



James H. Hannan, CPA is the Midwest Managing Director in Crowe's Risk Service Group with over 26 years of experience, including risk consulting, internal and external auditing, controllership, and management consulting

roles. His focus is primarily on multi-national public companies in the manufacturing, technology and retail industries.

Jim started his career with KPMG's external audit practice, moving after eight years to a Corporate Controller role at the Martin-Brower Company LLC, a \$4 billion distributor for

McDonalds Corporation, then joining Crowe in 2006.

## Speakers



**Scott Sachs** is a leader in Crowe Horwath LLP's audit practice and has worked with a variety of public companies and private companies throughout his career. Scott is a member of the Firm's "Revenue Recognition

Implementation Task Force" and speaks regularly to financial executives to provide insights and common challenges of implementing the new revenue recognition standard and the new leasing standard. Scott also provides special executive briefings on the new revenue recognition and leasing standards to a variety of companies including Fortune 500 companies.



Kristine Brands is an Associate Professor of Accounting at Regis University, Denver, CO in the College of Business and Economics. She has extensive work experience in accounting, controllership, auditing, software engineering, and financial systems design and

implementation. Her research interest areas are sustainability and CSR, business analytics, and XBRL and interactive data. She speaks at national and international accounting conferences on XBRL, business analytics, and accounting and sustainability issues. She has authored numerous articles for Strategic Finance, Accountancy Age, and CFO.com. She is a member of IMA's ICMA Board of Regents and the Technology Solutions and Practices Committee. She holds a BA in History from the University of Rochester, an MBA in Accounting from Emory University, a Certificate in Applied Science in Software Engineering from Harvard University Extension, a Doctorate in Management from Colorado Technical University, and is a CMA

*For more information on this conference or to register, please visit our website*

[www.imamichigan.org/conference](http://www.imamichigan.org/conference)



## Program Moderator Doug Hicks, CPA

Douglas T. Hicks, CPA is President of D. T. Hicks & Co., a consulting organization concentrating on the decision costing needs of small and mid-sized organizations. Before establishing his firm in 1985, he accumulated over fifteen years of financial and management accounting experience, twelve of those years in the industry. A graduate of the University of Michigan - Dearborn's School of Management, he is a member of the Michigan Association of CPAs and the Institute of Management Accountants. He is also a member and serves on the Executive Committee of the Society of Cost Management. In 1997, he was presented with the University of Michigan - Dearborn Alumni Association's Professional Growth and Scholarship Award in recognition of his work in the development of advanced cost measurement and management. Doug is a member of the Detroit Chapter IMA.

## Agenda

<b>Reception.....</b>	<b>8:00 AM</b>
<b>Welcome .....</b>	<b>8:25 AM</b>
<b>Brian Boike, Using Economic Data and Forecasts to Manage the Treasury Function .....</b>	<b>8:30 AM</b>
<b>Jim Berlucchi, Ethics Presentation .....</b>	<b>9:20 AM</b>
<b>James Hannan &amp; Scott Sachs, Lease Accounting .....</b>	<b>11:15AM</b>
<b>Alex Eng, Leadership.....</b>	<b>12:45 PM</b>
<b>James Hannan &amp; Scott Sachs, Revenue Recognition.....</b>	<b>1:35 PM</b>
<b>Kris Brands, Sustainable Accounting .....</b>	<b>2:50 PM</b>
<b>Kris Brands, Integrated Reporting .....</b>	<b>3:40 PM</b>
<b>Summary.....</b>	<b>4:30 PM</b>