

IMA Detroit Chapter's 11<sup>th</sup> Annual Spring Management Accounting Conference  
**"Management Accounting – Making it Work in the 21<sup>st</sup> Century"**

Thursday, March 16, 2017  
Laurel Manor – Livonia, Michigan

**CONFERENCE SESSIONS**

<u>Session</u>	<u>Presenters</u>
<i>"Human Behavior and Decision Making"</i>	Jonathan Citrin, CitrinGroup Media
<i>"IMA Costing Task Force – Taking Management Accounting from Theory to Reality"</i>	Raef Lawson, Vice President Research & Policy and Professor in Residence - IMA Gary Cokins, CEO – Analytics-Based Performance Management and Executive in Residence – IMA Doug Hicks, President – D. T. Hicks & Co.
<i>"Decision Leadership"</i>	Doug Hicks, President – D. T. Hicks & Co.
<i>"Critical Thinking Skills for Management Accountants"</i>	John Daly, President – Executive Education, Inc.
<i>"The Better You Are At Costing, The Better You Are At Quoting"</i>	Rüdiger Stern, President – FACTON, Inc. Martin Voigt, Director of Consulting, FACTON, Inc.
<i>"Emerging Technologies for Reducing Non-Value Adding Costs"</i>	Ed Potoczak, Director of Industry Relations, IQMS
<i>"A 21<sup>st</sup> Century Framework of Management Accounting"</i>	Doug Hicks, President, D. T. Hicks & Co.

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## PRESENTERS

**Jonathan Citrin** is a speaker, author, and financial advisor. He has spoken to assemblies in locations ranging from Montreal to Amsterdam to Los Angeles and New York City. As an author, Citrin's writing has appeared in traditional media such as Entrepreneur Magazine and The Wall Street Journal, and in academic publications such as Journal of Indexes and Encyclopedia of Modern Money Management. Additionally, on topics ranging from decision making and the human condition to current events and policy, Citrin regularly contributes comment and analysis for leading media outlets including U.S. News & World Report, Forbes, and CNBC. Citrin has been a financial advisor for over fifteen years. He began his career managing investment accounts at Morgan Stanley and in 2003 founded his own financial advisory practice currently based in Metropolitan Detroit. Citrin also possesses significant experience as an educator, most recently for seven years as Adjunct Faculty of Finance at Wayne State University's School of Business.

*The underlying theme that runs through all of Citrin's professional efforts is his belief that cultivating an authentic and deep understanding of the way our brains work and therein the role of emotion and bias in our decision making process is the key to critical progress in business and life.*

**Raef Lawson** is Vice President-Research and Policy and Professor-in-Residence for the Institute of Management Accountants (IMA), where he leads global thought leadership efforts and oversees student and academic relations programs. He is also chair of the IMA-AAA Management Accounting Section's Curriculum Task Force. He received his MBA and Ph.D. degrees from the Leonard N. Stern School of Business, New York University. He holds a variety of professional certifications including CMA, CFA, CPA, and ACMA.

Prior to joining IMA, Dr. Lawson was a professor and Chair of the Department of Accounting and Law at the State University of New York (SUNY) at Albany. He has also held senior leadership experience in diverse settings, including academia, practice, and professional associations. Dr. Lawson has published several books and over 70 articles in the areas of sustainability, business ethics, performance scorecards, activity based costing, international cost management practices, and cost and performance management systems in journals including *The Accounting Review*, *Cost Management*, *Journal of Business Ethics*, and *Journal of Business, Finance, and Accounting*.

**Gary Cokins** is an internationally recognized expert, speaker, and author in performance improvement systems and advanced cost management. Gary received a BS degree with honors (Tau Beta Pi; Alpha Pi Mu) in Industrial Engineering/Operations Research from Cornell University in 1971 and his MBA with honors (Beta Gamma Sigma) from Northwestern University's Kellogg School of Management in 1974.

Gary began his career as a strategic planner with FMC Corporation and subsequently served as Financial Controller and Operations Manager with FMC's Link-Belt division. In 1981 Gary began his management consulting career which has included time with Deloitte Consulting, KPMG, EDS, ABC Technologies & SAS. Gary was trained on activity-based costing (ABC) by Harvard Business School Professors Robert S. Kaplan and Robin Cooper and worked with Dr. David Norton on the initial research that led to the development of the Balanced Scorecard.

Gary has authored innumerable books, articles, blogs and papers on cost and performance measurement and management topics and has served on key committees of organizations such as CAM-I, the Supply Chain Council, the International Federation of Accountants (IFAC), the Institute of Management Accountants, the AICPA, and the American Association of Accountants (AAA).

**John L. Daly** is a Chelsea, Michigan-based management consultant specializing in costing, pricing strategy and pricing model development and President and Founder of Executive Education, Inc., an organization dedicated to serving the continuing education needs of corporate management and board members. He received his undergraduate degree from Denison University and his MBA from the University of Michigan.

John has taught continuing professional education courses since 1995 and began doing ethics seminars two weeks before the Enron scandal. John has been CFO for a Tier 1 automotive parts supplier and a large restaurant chain and COO for a window treatments manufacturer and retailing chain. He is the author of *Pricing for Profitability*, published by Wiley & Sons, Inc.

**Ed Potoczak** has worked in the manufacturing industry for 30 years as an engineer, sales manager, software expert and researcher. He is currently the Director of Industry Relations for IQMS; a role that requires him to be at the forefront of technology and vision in the manufacturing industry. Ed is dedicated to manufacturing in North America and believe that automation, technology and quality trumps low cost labor as the business winning strategy.

Ed has a Master degree in Engineering from the University of Michigan and lives with his family in the Metropolitan Detroit area.

**Rüdiger Stern** is President of FACTON, Inc. – a leading Enterprise Product Costing (EPC) solution for the automotive, aerospace, mechanical engineering and electronics industries. Prior to joining FACTON, he spend 14 years with Accature –the last ten in leading positions with responsibility for key accounts and major development projects in the field of product life cycle management (PLM). He is highly experienced in business transformations, which result from the implementation of new management systems.

After graduating with a degree in engineering physics from the HTW Berlin University of Applied Sciences, Rüdiger Stern launched his career as a development engineer in the automotive and home appliance industry.

**Martin Voigt** is Director of Consulting & Business Development at FACTON, Inc. He joined FACTON after spending four years in Product Controlling at Brose Group. He is a graduate of Technische Fachhochschule Wildau where he earned his diploma in industrial engineering.

**Douglas Hicks** is an author, speaker and management consultant who has helped over 200 small and mid-sized organizations solve their cost and management accounting problems during the past thirty years. Prior to opening his consulting practice in 1985, he spent thirteen years as a financial executive in industry and three years in public accounting. His articles have appeared in scores of professional and trade publications ranging from *Modern Casting* to *Journal of Accountancy* and his two major books on Activity-Based Costing have sold over 15,000 copies worldwide. Over the past quarter century, Doug has also been a “go to” speaker for many groups including the Michigan Association of CPAs and Institute of Management Accountants. During that time he has spoken at over 130 MICPA and over 80 IMA events.

A graduate of the University of Michigan - Dearborn’s School of Management, he is an active member of the Michigan Association of CPAs and the Institute of Management Accountants. 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 and in 1998 he was chosen by IMA conference and seminar participants as the association’s “Instructor of the Year.”

REGISTRATION INFORMATION

Registration fees:

	<u>Before March 4</u>	<u>March 5- March 11</u>	<u>At the Door</u>
IMA Members	\$150	\$170	\$180
Non-Members	\$180	\$200	\$210
Retired/Unemployed	\$105	\$125	\$135
Students	\$ 80	\$100	\$120

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