

February 2016

<http://www.nwsuburbanchicagoima.com>

The Association of  
Accountants and  
Financial Professionals  
in Business



It's STUDENT NIGHT! Our topic this year is personal branding. This is our chance to receive some insightful information on our own personal brand, which is essential to all of us on our career paths. We also have the added benefit of learning while enjoying good food, drink and conversation. Hope to see you there!

## Northwest Suburban Chicago IMA Chapter Meeting

### PERSONAL BRANDING

SPEAKER: SHARON HUGHES

February 25, 2016

Emmett's Brewery Co.,

110 N. Brockway St.,

Palatine, IL 60067

There is plenty of parking in the lot and on the surrounding streets. Also, it is on the NW Suburban Metra train, Palatine Station.

**6:00pm Sign In and Networking**

**6:30pm Dinner**

**7:30pm Speaker Presentation**

**Cost - \$30 IMA Members / \$35 Nonmembers with Advance Registration**

**\$20 IMA Members that are Retired or Unemployed with Advance Registration**

**\$35 IMA Members / \$40 Nonmembers Walk-Ins, w/o Advance Registration**

**\$15 Students**

Reservations are being taken by Bill Decker at Robert Half International at 847-884-7422 or via email at [bill.decker@rht.com](mailto:bill.decker@rht.com). We would appreciate hearing from you soon, please, so we can plan for the number of attendees

## Sharon N. Hughes

Sharon N. Hughes, is an internationally recognized teacher, speaker, blogger, and fashion marketing professional who has a passion for sharing her knowledge of personal branding and style so that as many people as possible will learn the importance of “putting your best self forward” inside and out. Only few can move around the globe as effortlessly chic and with as much zeal and determination as she, from the US to London; and China to Indonesia, she has lived and spread her personal branding story and fashion business knowledge to people around the globe. Sharon is a lecturer for the University of Arts London - London College of Fashion, where she teaches Fashion Business Marketing and Digital and Social Media to current and aspiring fashion professionals.

For over 17 years, she worked in Marketing Management for InStyle Magazine UK, Macy's Inc, Lori's Shoes, Limited Brands and as the former Branch Manager for Dress for Success Worldwide Central (Chicago). While developing her own brand Sharon discovered she had the gift of gab and love for teaching and speaking. Under the continual solicitation and encouragement of friends, family and, random strangers she took action on her passion "to make the world a better place one person and one mindset at a time" using a holistic lifestyle enrichment approach.

On her off time, she is a lifestyle and inspiration blogger for an award winning blog, Career Girl Daily and has been published in *Arts Professional* magazine, *Stylist* and Dubai's *What's On* magazine for her work in creative and cultural industries. Now as Founder and Chief Creative Officer of GEM<sup>2</sup>, Sharon works passionately and diligently to develop strategic marketing plans and business ideas for fashion and retail brands globally.

Recently, Gleim released our new Premium CMA Review System - the review course trusted by more ICMA Medal Winners. The new course includes the Access Until You Pass Guarantee, exclusive access to our team of accounting experts, and our new Gleim Instruct video series. The comprehensive videos in this series cover core concepts, specific examples, and many multiple-choice questions in engaging lectures provided by expert university educators such as Amy Ford, the lead instructor.

As a CPA and CMA, Amy's background in accounting, teaching, and passing the CMA exam provides a valuable reservoir of knowledge not only for the video series but also for CMA candidates hoping to learn more about the best ways to prepare for the CMA Exam.

Amy was kind enough to discuss her exam preparation process with Gleim. She started her explanation by noting, "The journey of preparing for the exam is different for everyone who travels the road to the CMA designation." As an educator, Amy is well aware that everyone has unique learning styles, and she therefore encourages candidates to only apply methods that work best for them. "What worked for me might not work for you," Amy says. "When I took the CMA exam, it had been nine years since my corporate finance class. There was a lot of information I remembered studying in college, but in that amount of time, I couldn't recall all of the details."

Personally, Amy found that the Gleim CMA Review System put her on an effective path to passing the CMA Exam when she started each study unit by taking a 20 question multiple-choice quiz as an assessment. These quizzes enabled Amy to gauge the depth of review each study unit would require in order for her to sufficiently comprehend the exam topics. Amy hoped to get a 75% on these quizzes, which is a good mark for any CMA candidate in the study process. Amy recalls that if she achieved a 75%, she would do a quick survey of the study unit before taking two more quizzes.

If Amy did not score as well as she intended on an assessment quiz, she would more thoroughly analyze that material by reading the outline, working through the examples, and creating flashcards. She would then take another quiz in Test Prep in order to improve her score. She would continue the process of reviewing questions she missed and taking more quizzes.

Though Amy admits that "all of this does take time," she also knows that studying for the CMA Exam is like endurance training. "I often compare this part of the study process to preparing for a marathon. You do not prepare for a marathon by going out and running a marathon. You run in shorter increments, such as seven to ten miles a day, to train."

Much like Amy did, CMA candidates should conclude their study process by using the Gleim CMA Exam Rehearsal in order to train for the 100 multiple-choice questions on the CMA Exam. Amy reports that this step was particularly important in preparing her to pass both parts of the CMA Exam on her first attempt. She leaves candidates with this advice: "Make sure you plan out your study time and allow enough time to work through all of the study units and review the material at the end when you setup your schedule for studying."

Gleim is excited to have Amy share her successful experience with preparing for the CMA Exam using Gleim CMA Review.

As a Northwest Suburban Chicago Chapter member, you receive significant discounts on the Gleim Premium CMA Review System. Contact your Gleim Chapter Coordinator at 800.874.5346 ext. 131 [oriiachapters@gleim.com](mailto:oriiachapters@gleim.com) to take advantage of the offer or if you have any questions.

**2015-2016 MEMBERS & CONTACT INFO**

**NWSC 2015-2016**

President- Jennifer Grosse – [jngrosse@comcast.net](mailto:jngrosse@comcast.net)

Treasurer – Victoria Carroll - [victoriacarroll2015@gmail.com](mailto:victoriacarroll2015@gmail.com)

Secretary - Rich Ramazinski-[rich.ramazinski@mysynergy.com](mailto:rich.ramazinski@mysynergy.com)

Director of Membership - Vito Czerwinski -[vitoczerwinski@yahoo.com](mailto:vitoczerwinski@yahoo.com)

Director of Communications- Sara Guzman - [saraguzmanx@gmail.com](mailto:saraguzmanx@gmail.com)

Director - Dan Popp - [daniel.popp@sbcglobal.net](mailto:daniel.popp@sbcglobal.net)

Director - Michael Shapow - [michael.shapow@rhi.com](mailto:michael.shapow@rhi.com)

Registration - Bill Decker – (847) 839-9387 - [bill.decker@rht.com](mailto:bill.decker@rht.com)

**Interested in joining the Board? We would love to have you! Please contact a board member if you are interested in serving on the board and/or attending a meeting.**

**Don't forget to visit our Website <http://www.nwsuburbanchicagoima.com>**

Best regards,

Jennifer Grosse  
President  
NWSC IMA Chapter  
[\(630\)290-1818](tel:(630)290-1818)

**Thanks To Our Sponsor,**

