



Catawba  
Valley  
Chapter

[Home](#)[Newsletter](#)[Events](#)[Conference](#)[Employment](#)[Reservations](#)[Feedback](#)[Board](#)[Directions](#)[CMA](#)[Students](#)[Presentations](#)[Program & Roster](#)

## 2nd Annual Asheville Accounting and Management Conference

Friday, March 27, 2015

8:00 am – 5:00 pm

**Hilton Asheville Biltmore Park**

**43 Town Square Boulevard**

**Asheville, NC 28803**

828-209-2700

Click [here](#) for a printable copy of the Conference Brochure and Registration Form.

Group Room Rate - \$131 - March 26<sup>th</sup> thru March 28<sup>th</sup>

Hilton Reservations address: <http://www.hilton.com/en/hi/groups/personalized/A/AVLBPHF-IMA-20150326/index.jhtml>

Co-sponsored by: Catawba Valley Chapter IMA and Carolinas Council of IMA and IIA

### **8 Continuing Professional Education Credits**

**(\*\*Including 2 Hours of qualifying Behavioral Ethics)**

#### **Conference Location Directions:**

From South: Follow I-26 West to Exit 37, Long Shoals Road. Exit right and take a left at first light on Schenck Parkway. At first intersection, turn left onto Thetford Street. Travel ¼ mile and our hotel will be on your right.

From North: Take I-26 East to Exit 37, Long Shoals Road. Exit left and take a left at first light on Schenck Parkway. At first intersection, turn left onto Thetford Street. Travel ¼ mile and our hotel will be on your right.

#### **Conference Registration Information**

Registration begins at 8:00 a.m. and the first seminar begins at 8:30 a.m. The last session will end just before 5:00 p.m. *Course fees are payable in advance.*

Register by mail to: IMA Catawba Valley

P.O. Box 2132

Hickory, NC 28603

Full Day Registration fees include continental breakfast, refreshment breaks, lunch, and course materials.

**Please note:**

All reservations must be received by March 20, 2015, by contacting Nikki Shoulders at (828) 328-2213 ext. 2262, emailing [snshoulders@hsm solutions.com](mailto:snshoulders@hsm solutions.com), or mailing to above address. Registration will be available at the door only if space is available and lunch may not be included.

**Prerequisites: None**

**Advance Preparation: Review Harvard School of Business Case Study, "The Parable of the Sadhu". (Provided in advance with registration)**

**Program Level: Intermediate**

**Delivery Method: Group-live and Case Study Discussion**

## **2nd Annual Asheville Accounting and Management Conference**

Friday, March 27, 2015

8:00 am – 5:00 pm

**\*\*\*Registration/Coffee/Continental Breakfast\*\*\***

**8:00 am -8:30 am**

***Morning Session 8:30am - 10:10am***

***(CPE Credit: 2 Hours in Business Management & Organization)***

**Clyde Parker Presents:**

### **"The Seven Secrets of Six Sigma"**

- Recognizing Six Sigma as a world class business objective.
  - Understand Limitations of the Six Sigma process.
- Examine the Integration of Six Sigma with established business practices.
  - Explore the Simplicity of Six Sigma.
  - Apply Practical applications in business problems.
  - Illustrate Six Sigma as a growing business practice.
- Understand Six Sigma as a key to personal and business success.

***Morning Session 10:20am - 12: 00pm***

***(CPE Credit: 2 Hours in Behavioral Ethics)***

**Royallen Wiley, CMA Presents:**

**“Understanding Codes of Ethics”**

- Understand the complexity of ethical dilemmas and approaches to resolution
  - “The Parable of the Sadhu” Discussion
- Understand and Review the application of the “IMA Statement of Ethical Professional Practice”
- Understand and Review the application of the American Institute of Certified Public Accountants (AICPA) Code of Professional Conduct
- Understand the Sarbanes-Oxley (SOX) requirements for public companies’ code of ethics

**\*\*\*Lunch 12:00 pm – 1:00 pm\*\*\***

**2nd Annual Asheville Accounting and Management Conference**

Friday, March 27, 2015

8:00 am – 5:00 pm

***Afternoon Session 1:10pm – 2:50pm***

***(CPE Credit: 2 Hours in Management Advisory Services)***

**Bob Papes presents:**

**“Improving Business Performance, Sales, and Profitability”**

- - Learn to improve performance through a high-performance organization
  - Establishing effective accountability for results

- Incentive programs that produce results
  - Understand the importance of segmenting profit by business units
    - Identifying winners and losers
    - Understanding why private labeling can be more profitable
      - Explore how to grow sales without spending a fortune
        - New business development
        - Identify and leverage your point of brilliance
          - Learn about guerrilla marketing
  - Learn how to utilize action plans to improve the bottom line

### ***Afternoon Session 3:00pm – 4:40pm***

***(CPE Credit: 2 Hours in Specialized Knowledge and Applications)***

**Martin Brossman presents:**

#### **“Social Media, LinkedIn and Reputation Management/Enhancement Update”**

- Learn strategic application of social media to keep a competitive edge
- Review the most common Social Media tools of business and professionals
  - Illustrating LinkedIn as essential for all professionals
  - Learn how to select and use intentional content and safe practices
- Recognizing the importance of personal and organizational reputation management and enhancement



#### **CPE Information**

The IMA Carolinas Council is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors

150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417.

Web site: [www.nasba.org](http://www.nasba.org).

This program meets the ICMA guidelines for CPE credits for CMAs and CFMs.

#### **Guest Speaker Biographies**

##### **Clyde Parker**

Clyde Parker is a globally-recognized leader in world class business transformation, lean six sigma methodology, and supply chain acceleration. He is ranked in the upper echelon of six sigma executives. A long-time consultant to major corporations, he is a well-established training professional. He frequently leads world-wide executive training sessions and conferences and is actively involved with executive development initiatives in, Bangkok, Kuala Lumpur, Dubai, Saudi Arabia and Singapore

Clyde served as Chairman for multiple World Six Sigma Conferences and is a seasoned business executive. He possesses long-term experience in

manufacturing and supply chain, is a professional trainer, and is highly-skilled in course development & instructional design. Clyde's Kaizen events include lean six sigma black belt coach and lean manufacturing project specialist.

Clyde is currently President of STARsixsigma.com. His executive employment history includes TIMCO Aircraft Maintenance Director, Human Resources; Mannington Mills, Inc. Director, Manufacturing; CertainTeed Building Products, Inc. Industrial Relations Manager ; Johnson & Johnson, Surgical Gauze Division, Personnel Manager; and

U S Navy; Pacific Fleet; honorable discharge

He holds a Bachelor of Science degree from North Carolina State University, Adult Education Program through Oxford University. Certifications include Malcolm Baldrige National Quality Award: *Board of Examiners*, Six Sigma Methodology: *Certified Master Black Belt*, Lean & Six Sigma International Board; *Board of Directors*, Lean Manufacturing: *Certified Specialist*, Professional Safety Engineer: *Certification # 6135*, Shingo Prize for Excellence in Manufacturing: *Board of Examiners*, Human Resource Professional *SPHR*; *lifetime certification*, Society of Manufacturing Engineers; *Board of Advisors*; (*Oil & Gas and Motorsports Divisions*), Achieve Global (Zegner-Miller) & DDI *Certified Instructor*, and ASQ; American Society of Quality. His published books include Mozart's One Man-Band and The Paradox of Power.

### **Royallen Paul Wiley**

Royallen Wiley has extensive experience in progressively more responsible positions in Finance and Accounting for Fortune 100 companies. Among others, he has worked for Sea-Land Corporation, Clariant Corporation and BASF. He currently works for Domtar Corporation, the leading producer of uncoated free sheet paper in North America, serving as Finance Director for Domtar's Fort Mill Accounting Center.

Royallen recently returned from an expatriate assignment in Guangzhou, PRC. In late 2011 Royallen was selected to direct the start-up of Domtar's Finance operations in mainland China in Guangdong Province and was the top Finance person in the Domtar China operation. Royallen played a key role on the Domtar China Leadership Team and Domtar has now successfully entered the Chinese paper merchant business. This assignment ended May 1, 2013.

He holds a bachelor's degree in Accounting from Northern Kentucky University. His MBA is from Queens University in Charlotte where he was named a Blumenthal Fellow. He is a Certified Management Accountant. He is currently serving on the ICMA Board of Regents, Class of 2017. Royallen is a past president of the Charlotte IMA Chapter and has also served on various IMA national committees.

In 2003, Royallen was named "Financial Executive of the Year" by the IMA Carolinas Council. Royallen was named Charlotte Chapter IMA Member of the Year in 2009 and 2014. He was a Finalist for the 2013 Charlotte Business Journal CFO of the Year Award.

Royallen has been active in community service leading campaign drives at Clariant for United Way and the Arts and Science Council. He also currently serves as a board member for the Charlotte World Trade Association. Royallen lives in Matthews, NC.

### **Bob Papes**

Bob Papes brings a unique extensive blend of both operational and financial experience. Bob spent twenty years as a financial manager working for General Electric and Georgia Pacific. He was the division controller for a one billion sales division of General Electric and a division controller for a \$120 million, six plant manufacturing division of Georgia Pacific.

He then spent twenty years as a general manager with profit and loss responsibility, including Fortune 500 companies Georgia Pacific, International Paper and ITW. During his general management career, Bob engineered an unheard of five consecutive and dramatic business turnarounds of businesses.

For the past ten years, Bob has been a business consultant. His blend of operational and financial experience has helped over seventy businesses in countless industries improve their bottom lines. He has had two business management books published; "Turnaround" and "Management During an Economic Crisis". He is a member of the Hendersonville Chamber of Commerce's Small Business Committee. He has put on numerous seminars for the Henderson County and Brevard Chambers of Commerce as well as Blue Ridge Community College. He has taught Business Management at BRCC. He has written over one hundred business articles entitled "Money Matters" for the Hendersonville Times. He has been quoted in an article by Kiplinger's Business Magazine. He has been interviewed many times on WYFF TV out of Greenville, SC as well as on many radio programs.

### **Martin Brossman**

Martin Brossman is a leading authority on social media and online marketing. He is a business coach, consultant, and a dynamic trainer known for his insight and humor.

A member of the National Speakers Association, Martin is a popular speaker on social media marketing and professional development topics. He is a presenter at North Carolina community college Small Business Centers and Chamber of Commerce venues throughout the state. He also provides customized coaching and training for individuals and groups, integrating social media, social networking and reputation management.

Martin co-teaches a Social Media Management certification program through NC State University's Technology Training Solutions. He co-produces a popular podcast show, *Linking Into Sales*, focusing on Social Selling for business-to-business professionals.

His 20 years of professional experience includes 7 years with IBM, where he received the "IBM Means Service" top customer service award, and 13 years developing and operating small businesses. Coaching since 1995, he developed a certification / mentoring program for Coaches in 2003. He holds a BS in Math / Computer Science from St. Andrews College in Laurinburg, N.C., and currently resides in Raleigh.

Martin's latest books include: *Social Media for Business*, a guide to online marketing, and *How to use Hashtags*, an e-book, both available on Amazon.com.

## **2nd Annual Asheville Accounting and Management Conference**

Friday, March 27, 2015

8:00 am – 5:00 pm

Hilton Asheville Biltmore Park

Asheville, NC

### **Registration Form (Please Print)**

---

Name

---

Title

---

 Company
 

---



---

 Street
 

---



---

 City, State, Zip Code
 

---



---

 Telephone

---

 Email address
 

---

IMA/IIA Chapter

IMA/IIA Member Number (if applicable)

	IMA/IIA Members	Non-Members	<u>Students</u>
*Full Day	c\$175	c \$195	c \$35
1/2 Day – am	c\$100	c \$110	c \$20
Lunch	c\$25	c \$25	c \$25
1/2 Day – pm	c\$100	c \$110	c \$20

\*Full Day registration fees include continental breakfast, refreshment breaks, lunch, and course materials.

**Please let us know how you heard about our conference:**

Email       Postcard Mailing       Local Ad (Newspaper)       Website       Colleague/Friend

Other (Please Specify) \_\_\_\_\_

**Cancellation Policy:** Full refunds will be given for all cancellations made at least 24 hours in advance to conference event date.

**Please contact Karen Wilson via email at [karen.wilson@alumni.lr.edu](mailto:karen.wilson@alumni.lr.edu) with any problems, concerns or complaints about the conference event. You may also mail to the below address to the attention of Karen Wilson. Conference evaluation forms will be provided the day of the event.**

**Mail registration with check enclosed to:**

**IMA Catawba Valley Chapter**

**PO Box 2132**

**Hickory, NC 28603**

**For Chapter information please visit our website @ [www.catawbavalley.imanet.org](http://www.catawbavalley.imanet.org)**

