

Institute of  
Management  
Accountants (IMA)



# CREATING BUSINESS KNOWLEDGE for Strategic Leadership

84th IMA Annual Conference and Exposition - 2003



## CONFERENCE HIGHLIGHTS:

Earn up to 39 CPE credits  
30 broad-based Track Sessions  
Annual MEF Golf Tournament  
Pre-Conference Workshops  
CMA 30th Anniversary Celebration



**CMA/CFM Luncheon  
Speaker**

**CHARLES A. HORSTMANN,  
Deputy President of IFAC**

Saturday, June 21 – Wednesday, June 25  
Gaylord Opryland Resort and Conference Center  
Nashville, Tennessee



# CREATING BUSINESS KNOWLEDGE for Strategic Leadership

Today the practice of management accounting and financial management is captured in the whirlwind of the Information Age and its seemingly endless acceleration of the pace of change. The challenge is to understand the leadership difficulties that businesses face, sort through the ever-increasing volume of information, and find the knowledge to fuel successful strategies. The IMA is committed to providing its members with the opportunity to increase their skills and knowledge in areas critical to thriving in these interesting and challenging times.

## WHO SHOULD ATTEND

The Conference is designed for people who make their living in the finance and accounting industry—novice to pro. Whether you are a senior-level executive or just starting your career, this Conference offers excellent opportunities for you.

- CFO
- Controller
- Executive Officer
- Accountant
- Analyst
- Auditor
- Director of Finance
- Treasurer

## INDUSTRIES REPRESENTED

- Finance
- Insurance
- Real Estate
- Manufacturing
- Transportation
- Construction
- Mining
- Petroleum
- Retail Trade
- Environment
- R&D
- Biotechnology



## GENERALIZED SCHEDULE OF DAYS:

Registration is open daily Saturday through Wednesday

### SATURDAY, JUNE 21

- Pre-Conference Workshops

### SUNDAY, JUNE 22

- Academic, Diversity, and IT Roundtables
- General Sessions and Annual Membership Meeting
- Exposition Opening
- Carnival Night

### MONDAY, JUNE 23

- Daily Breakfast in Exposition Hall (Hall Open until 5:00 p.m.)
- Or, Breakfast Session
- General Sessions
- Awards Lunch
- Concurrent Sessions
- SCMS Induction and Dinner

### TUESDAY, JUNE 24

- Daily Breakfast in Exposition Hall (Hall Open until 6:30 p.m.)
- Or, Breakfast Session
- General Sessions
- Lunch in Exhibit Hall
- Concurrent Sessions

### WEDNESDAY, JUNE 25

- Breakfast Session
- General Sessions
- CMA 30<sup>th</sup> Anniversary Lunch
- Concurrent Sessions
- Annual Dinner

## CONFERENCE HIGHLIGHTS

### MEF Golf Tournament—Sunday, June 22

To benefit the Memorial Education Fund scholarship program. Don't miss a great opportunity to play at the legendary Springhouse Golf Club, home of the Bell South PGA Senior Tournament.

### Annual Meeting—Sunday, June 22

4:30 p.m., in Presidential Ballroom D.

### Opening Night Event—Sunday, June 22

5:30 p.m.—8:30 p.m., Tennessee Ballroom. Kick off the Conference at IMA's Carnival! Network, meet old friends, and make new ones. Enjoy great food, play carnival games, and enjoy some good ole country music from Tim Watson and the Black Creek Band.

### SCMS Induction and Dinner— Monday, June 23

Participation in this event is for SCMS members only, but all Conference registrants are invited to watch the Induction March that will take place in the Presidential Lobby sometime after 5:00 p.m. For best viewing, use the Presidential Lobby Mezzanine.

### Student Case Competition— Tuesday, June 24

5:00 p.m., Lincoln D.

All Conference registrants are invited to attend this event.

### CMA 30th Anniversary Luncheon

Celebrate 30 years of the CMA Program during Wednesday's lunch. In addition to our special speaker, Charles A. Horstmann, CMA, Deputy President of the International Federation of Accountants, hear some unique CMA "stories" and honor the winner of the Bulloch Award for Corporate Support of our certification programs.

### Annual Dinner—Wednesday, June 25

This traditional highlight of the Conference features a special address by outgoing IMA President Margaret Butler, CMA, CPA, and the inaugural address by incoming President Kim Wallin, CMA, CFM, CPA. In addition, attendees will enjoy dinner and the pomp and circumstance associated with honoring the winners of the hotly contested chapter competition.

### Exhibit Hall

Conference registration includes access to the Exhibit Hall. Visit with the 2003 exhibitors, displaying the latest innovations and leading-edge technology. Explore, test, and examine products and services all under one roof! The Exhibit Hall is open Sunday through Tuesday.

Earn up to 39 CPE credits. The Annual Conference and Exposition will challenge you with a broad spectrum of learning opportunities. Choose from 30 concurrent track sessions, six general sessions, and three breakfast sessions. The IMA Program Committee developed these sessions to provide you with the most effective way to match your interests with your career needs. Build knowledge, skills, abilities, and behaviors required to reach the next level in your career.

## GENERAL SESSION SPEAKERS INCLUDE:

- Thad Allen**, VADM Chief of Staff,  
US Coast Guard
- Frederick (Eric) Coble**, CFO, Dollar  
Tree Stores, Inc.
- Anthony T. Cope**, Board Member,  
IASB
- Jeff Henley**, CFO, Oracle
- John P. Jessup**, VP-Finance &  
Treasurer, E. I. Dupont de  
Nemours & Co., Inc.
- Sandy Ogg**, Senior VP, Human  
Resources, Unilever, Best-Foods
- Edward Petry**, Executive Director,  
Ethics Officer Association
- Dr. Sandra Richtermeyer**, University  
of Wyoming
- Dr. Gary Siegel**, DePaul University
- Dr. James E. Sorenson**, University of  
Denver

Other special sessions include Roundtable Discussions on Applied Research for Business Professionals and Educators, Diversity, Information Technology, and Member Interest Groups. Roundtables are informal discussions around specific topics in a learning and networking environment.

## PRE-CONFERENCE WORKSHOPS

- **Cooking the Books: Change and Pain in the Accounting Profession**
- **Beyond Budgeting: Improve Processes with Continuous Planning and Adaptive Control**

Register for these Saturday workshops and earn an additional 7 CPE.

## TRACKS INCLUDE:

- **Strategic Cost Management (SCM)**
- **Financial Management (FM)**
- **Business Management—Private Company Issues (BM)**
- **Information Technology Management (IT)**
- **Accounting Education and Research (AER)**

### Strategic Cost Management (SCM)

The essence of management accounting is to understand cost. But understanding cost today calls for nimble insight and dynamic leadership. This track is focused on improving your ability to make knowledge of your organization's costs—a strategic advantage for your career and your company. Sessions focus on applying the most proven current thinking in strategic cost management techniques to revenue, performance, budget, and entire value chains.

### Financial Management (FM)

The world of the management accountant is continuously expanding into other business disciplines. Significant knowledge of finance and a rock-solid grounding in financial accounting are vital to professional growth and upward career mobility. Sessions will provide a substantive overview of core finance topics and updates in vital areas of accounting and financial reporting.

### Business Management—Private Company Issues (BM)

To meet the needs of the many IMA members working in small and midsize private companies, this track has been designed to target issues important to this vital, but often overlooked, category of business. The issues are broad, robust, and entrepreneurial to meet the diverse demands of this challenging sector of the economy. *The Business Management Track—Private Company Issues is sponsored by de Visscher & Co. and Family Business Magazine*

### Information Technology Management (IT)

The effective application of IT is perhaps the highest risk area for today's management accountant—whether advising the company or directly managing the project. The opportunity exists to create significant strategic advantages or suffer devastating mistakes. This track is designed to help you use IT tools more effectively in the finance area and provide solid advice on your organization's IT investments.

### Accounting Education and Research (AER)

Having educators prepare research studies is a key to being on the leading edge of issues in accounting, financial management, and information technology. The papers in this track will include leading research studies and thought pieces on current practices as well as emerging technologies and methods prepared by leading professors in their fields. The papers will be included in proceedings, which will be available at the conference as well as published on the web in the IMA electronic journal, *Management Accounting Quarterly*.



# 2003 EXHIBITOR AND SPONSOR ROSTER

IMA thanks the following sponsors for their support of the Annual Conference and Exposition

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