

I Increasing IMA's Value

| by Kim R. Wallin, CMA, CFM, CPA

I want to thank everyone in IMA for giving me the opportunity to lead our Institute. This is a prestigious position, and I will do all in my power to live up to the legacy of those who have gone before me. I will work hard to make

our Institute a premier organization and an important part of the world accounting community.

This past year I worked very closely with President Margaret Butler and the Executive Committee to address the issues facing IMA. I would like to thank Margaret and her team for putting into place programs that will make IMA a stronger and more valuable organization for our members. This coming year we will continue to build on those programs and deliver the tools needed for a long, successful career.

Last year we formed the “Get in Touch” ad hoc committee to survey our members, and more than 10% responded. Their comments will help to craft future programs. Changes are now being made to the 2004 Annual Conference that will be held in Chicago, and we are reevaluating our Professional Development offerings as a result of the feedback we received. One of the committee’s tasks this year is to look into the needs of our entry-level members.

IMA is back in the news thanks to the newly formed “Speaking Out” committee, which has done a great job getting IMA’s name back into the press and communicating IMA’s positions to other accounting entities and regulatory bodies. The goal for this year is to produce a minimum of one press release a month. Included will be articles to increase the awareness of our CMA and CFM programs. Publications by the committee will be augmented with staff contacting companies about the importance of our certifi-

cations and value of employing those who hold them.

IMA is also developing and offering educational courses with members’ needs in mind. Two prime examples are “Ethics” and “Management Accounting in the 21st Century.” And we are continuing to update and expand our offerings. Many courses will be offered through our Web-based Lifelong Learning Center. Perhaps the most exciting education project will be the development of our own CMA review course. This project is still in its infancy, and you will hear much more about it in the future. IMA’s goal is to be your source for cutting-edge courses that will keep you current and at the top of your profession.

To help chapters and councils find solutions to the unique problems they face, we will be forming an ad hoc committee called

Virtual Chapters. It will explore virtual chapters and new models for our chapters to follow. The virtual chapter can be used to supplement an existing chapter’s offering or become the chapter of choice for members who aren’t affiliated with a particular chapter.

But we can’t make IMA the premier organization without everyone’s help. We all need to start promoting IMA to our peers, employers, colleagues, and students. So go out there, bring in a new member, support our programs, and tell people about them. Most important: Keep in Touch! Let me know what you are thinking and hearing out there. I can be contacted at kwallin@imanet.org. ■



KIM R. WALLIN