

CMA Review Course

by Kim R. Wallin, CMA, CFM, CPA

Many members have been asking about IMA's intentions to establish a CMA (Certified Management Accountant) review course. Although you may be hearing about this for the first time, establishing such a course

has been a key part of IMA's Strategic Plan for the past two years. Our members have increasingly been asking for more exam preparation materials, and the global popularity of our CMA exam has added to this demand.

A recent IMA benchmarking study found that a number of other professional organizations offer review courses in addition to providing a certification. Some of these associations are the Association of Certified Fraud Examiners, the Association for Financial Professionals, the American Payroll Association, the American Society of Association Executives, and the Society for Human Resource Management.

Some of our members have indicated that there may be a conflict of interest if IMA offers a review course. Our Ethics Committee determined that there was no ethical conflict as long as the vendor selected to develop the course is not given any preferential treatment and all course providers have equal access to the same materials. IMA will also be taking steps to ensure there is no overlap between our certification development and administration and our review course activities. IMA will be developing and marketing the review course, while the ICMA (Institute of Certified Management Accountants) will continue to run the certification program and will not endorse one review course provider over another. IMA's Ethics Committee will continue to monitor the process to ensure integrity is maintained between the exam and the review course activities.

Many benefits should result from the establishment of an IMA review course. Besides meeting our members' needs, we hope to generate a substantial amount of non-dues revenue. This additional revenue will enable us to better market our certifications, develop needed educational programs, restart our research activities, and increase our membership.



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It is our intention to partner with the Holmes Corporation, a leader with a proven track record in course development and marketing. They have an impressive distribution network of more than 300 continuing education schools and numerous corporate contacts. Our partnership with Holmes Corporation in conjunction with other IMA review course providers should set the stage for substantial growth in our membership and certification programs.

If you are not already certified, now is a good time to think about becoming a CMA or CFM (Certified in Financial Management). IMA's recent salary survey, published in the June issue of *Strategic Finance*, indicates that those who are certified earn more than those who aren't certified. CMAs in all but two age categories—those 30-39 and 60 and over—earned more than a CPA. IMA is trying to make the certification process as user friendly as possible. Please don't get left behind!

As always, I welcome your comments and questions. Please remember to keep in touch.

I can be contacted at kwallin@imanet.org.