

IMA's 85th Annual Conference & Exposition

*Best Practices
for a Competitive Advantage*

2004



SATURDAY, JUNE 26 - WEDNESDAY, JUNE 30
HYATT REGENCY CHICAGO
CHICAGO, IL

CONFERENCE HIGHLIGHTS:

- *Earn up to 38 CPE credits*
- *Over 30 broad-based Track Sessions*
- *Brown Bag Luncheon*
- *Exhibit Hall Networking Reception*
- *Annual Dinner & After-Party*
- *Pre-Conference Workshops*
- *4th Annual MEF Golf Classic*



Best Practices for a Competitive Advantage

Today's managerial finance and accounting professionals working inside organizations across all industries must possess a broad-based understanding of financial and operational issues necessary for strategic decision making. They must be well versed in cutting-edge strategies and best practices for success in today's changing business climate. IMA, the world's leading professional association devoted exclusively to the managerial finance and accounting field, is dedicated to providing innovative tools, information, and resources necessary for members to achieve professional excellence in today's dynamic and competitive climate.

Who Should Attend

The 2004 Conference & Exposition is designed for individuals who make their living in the managerial finance and accounting industries—from entry-level to seasoned professional. Whether you are a senior-level executive or just starting your career, IMA's Conference & Exposition offers excellent educational and networking opportunities for professionals at all levels:

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

Industries Represented

- Finance
- Insurance
- Real Estate
- Manufacturing
- Transportation
- Construction
- Government
- Nonprofit
- Retail Trade
- Environment
- R&D
- Biotechnology

Conference Highlights

Exhibit Hall Networking Reception – Sunday, June 27

The Exhibit Hall Networking Reception will provide a relaxed atmosphere for visiting exhibitor booths and networking with peers while enjoying beverages and hors d'oeuvres (Conference registrants will receive complimentary drink tickets). No other official Conference activities will be scheduled during the Exhibit Hall Networking Reception, ensuring Conference attendees exclusive time with exhibitors. After the Reception, enjoy the many spectacular dining and entertainment opportunities that Chicago has to offer.

Hands-On Workshops

Hands-On Workshops enable attendees to build their computer skills by applying, implementing, and practicing techniques in real time.

Brown Bag Discussion Lunch – Monday, June 28

The Brown Bag Discussion Lunch is an interactive and informal roundtable session that will enable attendees to discuss and share current industry issues, emerging trends, and personal experiences. The Brown Bag Discussion Lunch will be composed of 70-80 topics, each assigned to a roundtable of up to nine participants and a facilitator. A complete list is available on the Conference website and included in Conference registration kits.

Annual Dinner – Wednesday, June 30

The traditional highlight of the Conference features a special address by IMA Chair Kim Wallin, CMA, CFM, CPA, and the inaugural address by Chair-Elect Larry White, CMA, CFM, CPA, CGFM. In addition, attendees will enjoy dinner and the pomp and circumstance associated with honoring the winners of the hotly contested chapter competition.

Following the Annual Dinner, continue your final evening of the Conference at the After-Party. Dance to great music, visit Council tables, network with peers, and count the days until next year's Annual Conference & Exposition.

General Schedule

Registration is open daily
Saturday through Wednesday

SATURDAY, JUNE 26

- Pre-Conference Workshops

SUNDAY, JUNE 27

- Academic Roundtables
- General Sessions and Annual Membership Meeting
- Exhibit Hall Networking Reception

MONDAY, JUNE 28

- Breakfast Session
- Exclusive Exhibit Hall Hours
- General Session
- Brown Bag Luncheon
- Concurrent Sessions
- SCMS Induction and Dinner

TUESDAY, JUNE 29

- Breakfast Session
- General Sessions
- Awards Luncheon
- Concurrent Sessions

WEDNESDAY, JUNE 30

- Breakfast Session
- General Sessions
- CMA/CFM Recognition Lunch
- Concurrent Sessions
- Annual Dinner & After-Party

Education

Earn up to 38 CPE credits. The Annual Conference & Exposition will challenge you with a broad spectrum of learning opportunities. Choose from over 30 concurrent sessions, three hands-on workshops, seven general sessions, and three breakfast sessions. These sessions will help you build the knowledge, skills, abilities, and behaviors required to reach the next level in your career.

Featured speakers include:

- **Cynthia Cooper**, Vice President of Internal Audit, MCI
- **Ken Mueller**, CFO, Microsoft Business Solutions
- **Kurt Kuehn**, Senior Vice President, Worldwide Sales and Marketing, UPS

Additional general sessions are:

- Leading with Spirit and Compassion
- Beyond Budgeting—Breaking Free to Create a Lean, Adaptive, and Ethical Organization
- Our Responsibility in the New Era of Corporate Integrity
- Battle of the Cost Accountants
- Leading-Edge Business Partners and Their Tools for Success
- Does Diversity Have a Payback? Maybe Yes, Maybe No
- Building IT Leadership Through Networking

Pre-Conference Workshops

- CFM, Part II Workshop
- Using Financial Models and XBRL Within the Microsoft Office Suite
- The Balanced Scorecard—Hands-On Simulation

Tracks include:

- *Financial Management (FM)*
- *Management Accounting (MA)*
- *Information Technology/Management (IT)*
- *Accounting Education and Research (AE)*

Financial Management (FM)

Financial management concepts remain the bridge to higher-level financial decisions and, in many cases, to higher-level positions within a firm. A strong background in financial management helps managers make better, more informed assessments of the important financial decisions that have significant impact on the firm. Financial management topics available to session attendees include: strategic finance, cash management, treasury and payments, Sarbanes-Oxley, the turnaround process, ethics, certification, and corporate responsibility.

Management Accounting (MA)

Management accounting continues to evolve into a broad-based understanding of financial issues necessary for strategic, operations-focused decision making by managers. Track sessions cover balanced scorecards, corporate governance, strategic asset management, strategic marketing, beyond budgeting, lean manufacturing, Six Sigma, Sarbanes-Oxley, capacity cost, and ethics.

Information Technology/Management (IT)

IT/M concepts can provide significant rewards for a firm, but IT/M also has great risks. The cost management issues related to the economic troubles of many firms in recent years have created increased interest in IT/M. IT/M topics will include: Excel Plus Plus, Accurate Sales Forecasting, and IT Outsourcing. Session attendees for the IT track will receive hands-on skill development in this all-important area.

Accounting Education and Research (AE)

Sessions 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. These research studies are the key to being on the leading edge of issues in accounting, financial management, and information technology. Papers from these sessions will be included in proceedings that will be available at the Conference and will be published online in *Management Accounting Quarterly*. Additional sessions for this track are listed on www.imanet.org/chicago and on a separate handout at the registration desk.

2004 Exhibitor and Sponsor Roster

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

Exhibitors

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Future IMA Conferences

86th Annual Conference & Exposition
June 18-22, 2005, Boston, MA

87th Annual Conference & Exposition
June 17-21, 2006, Las Vegas, NV