

IMA's New Enthusiasm and Pride Are Showing | by Kim R. Wallin, CMA, CFM, CPA

As you probably know, the theme of my term as Chair has been “Rekindle the Spirit of IMA.” My desires have been to see IMA enter a new level of service to members and the business world and to spark a new enthusiasm

in members for our organization and our profession. Looking back at the last year, I see we have made progress in several areas that will continue to carry us forward.

Certification is IMA's premier product, and a major effort has been made this last year to promote the CMA and CFM. Inside the organization, we have worked to make the certifications more accessible by offering our own CMA review course. This year, enrollment in the certification program is up 50%! Outside, we have made a marketing effort to raise the level of awareness and understanding within the business world about the meaning and value of the CMA and CFM.

Our efforts are beginning to pay off. Let me share some feedback from several candidates at Dun & Bradstreet: “The industry is looking for objective testing skills and independent verification of those skills, and the corporations are looking for internal corporate governance, which is what the CMA gives you,” says Cheryl Buczek-Mueller. “Employers are going to be looking for some sort of certification that tells them you know what you are doing in the managerial finance area. The CMA is the certification for private industry,” notes Sabrina Mckernan-Royal. “Even though I'm not in accounting directly, because of Sarbanes-Oxley and the emphasis on controls I felt that getting my CMA will give me that well-

rounded experience that will be necessary in today's new corporate governance environment,” says Christine White.

This year has also seen a renewed emphasis on research. There are still new frontiers in accounting, and IMA is helping to define them. Here are some of our projects that have been approved: “German Cost Accounting Methods: When Do They Make Sense?”; “Implementation of ABC and GPK in German-Speaking Countries: A Comparative Analysis”; “A Field Study of China Haier Group's Innovative Methods for Planning, Control, Product Costing, Performance Measurement, and Incentive Compensation”; and “Beyond Budgeting or Budgeting Reconsidered: A Research Program Examining Management Control Processes Used in North American Companies.”

IMA also has embraced the ideal of building quality from the inside. This is an imperative in the new SOX 404 world of business. Planning, building, and implementing the in-house practices that result in high-quality financial reporting is the job of the Managerial Finance Professional. If you haven't already seen the video “It's a Bright New Day at IMA,” I encourage you to do so at our website (www.imanet.org). It's a great introduction to the role of the MFP in building the quality in. IMA member Edward Safran had this to say about his role as an MFP: “.... with



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the Managerial Finance Professional or MFP, I finally had a perfect description of what I am and what I do. It fit me perfectly, as it fits most of the members of IMA. I added MFP to my résumé and business card. It may be a coincidence, but within a month I had two interviews, and I started my new job last week as a Controller.”

Finally, from you, my fellow members, I have seen a renewed interest and have received so much feedback, information, and support that I really do feel a new enthusiasm and pride sparking in our ranks. Keep up that spirit for Larry White and his team as they continue IMA’s quest to reclaim the domain of the management accounting profession.

To say “Thank you” is not enough to express what an honor and privilege it has been to serve you this year. But thank you all for helping to “Rekindle the Spirit of IMA.”

See you in Chicago June 26-30. As always, keep in touch. I can be reached at kwallin@imanet.org. ■