

Message from the Chair



Imagining the Future...

BY WILLIAM BROWER, CMA, CFM

As we approach the start of a new calendar year, many people take the opportunity to assess their performance against the goals they have set for themselves. More importantly, it's a great time to dream of what you would like your future to be and to set plans in place to achieve that future. In October, the Board of Directors of the Institute of Management Accountants

(IMA®) approved the 2006-2007 Strategic Plan that, at its core, will advance the profession and grow the organization by focusing on four strategic imperatives:

1. Elevate the certification (Certified Management Accountant (CMA®)).
2. Attract, engage, and retain members.
3. Create member value.
4. Elevate the brand.

The successful execution of the strategic initiatives and tactical plans supporting these imperatives is critical to achieving the IMA goals that we have set for the next three years. But let's look longer term, stretch our thinking, and imagine:

◆ What could be accomplished and the impact that IMA would have if we were 100,000 members or even

500,000 members worldwide.

- ◆ The brand recognition IMA would have with 50,000 or even 100,000 Certified Management Accountants.
- ◆ A professional advocacy process that results in IMA positions and recommendations being actively sought and seriously considered by lawmakers, regulators, and standards setters.
- ◆ A professional development training program that is generating five to 10 times the current level of participation.
- ◆ A Research Foundation that is sponsoring the development of 20 or even 50 leading-edge studies that are transforming the profession of management accounting.
- ◆ *Strategic Finance* with a huge worldwide circulation and a corre-

sponding Web counterpart.

◆ A globally accepted management accounting certification that is recognized as the "gold standard" of accounting certifications.

In order to advance the profession, IMA must have a large and growing membership and an international presence. In this regard, for the second year, IMA is hosting a Global Conference, May 6-9, 2007, in Dubai, UAE, to engage professionals in three days of networking opportunities and important talks by leading presenters and experts from around the world. This is a great opportunity for our international members to advance their careers, so I hope that you and the members of your staff will join me in Dubai. I look forward to meeting you and discussing your view of the future. Also, IMA's 88th Annual Conference and Exposition, which is being held June 16-20, 2007, in Phoenix, will feature leading CFOs and controllers and promises to be a professional development opportunity unsurpassed in value.

This is the future that I believe in and believe is truly achievable with the right passion, intellect, market

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savvy, and a never-ending focus on creating and sustaining member value. But the staff in Montvale and the Board of Directors can't do it alone. We need ideas and active engagement from all members for IMA to grow and advance the profession of management accounting. After all, IMA is *your* association.

What do you think? Please share your thoughts with me at bbrower@imanet.org. ■