

### Message from the Chair



# Staying Current

BY WILLIAM BROWER, CMA, CFM

What should we be doing to stay on top of our game? Using a sports analogy may seem to be a stretch for management accountants and for the Institute of Management Accountants (IMA®), but I think there are a lot of parallels. TV commentators at golf events talk

about the need for professional golfers to bring their “A game.” This means that they need to be at the peak of their ability because anything less wouldn’t be competitive. Pro golfers achieve this by hours of daily practice and help from coaches to develop the right form. They also need to bring the right frame of mind to the task since much of success requires a confident mental outlook as well as honed physical ability. The same can be said of every profession. Do you want to be operated on by a physician who isn’t bringing his or her “A game” to the operating room? Don’t you want the surgeon to be trained in the latest techniques and to have had experience with teaching physicians to develop outstanding skills? Of course you do, and we should expect no less of ourselves!

So how are you staying current? Are you reading extensively, taking

continuing education courses, attending chapter presentations, leading discussion forums at work on topics of interest, or perhaps teaching at local colleges? One of the ways to raise your game and that of your co-workers is to share articles that you have found interesting. I always thought it was great to have others help keep me up to date by alerting me to news and the latest thinking in business theory and practice.

I also would urge you to use the resources of IMA. For example, have you signed up for the IMA 2nd Annual Global Conference being held May 6-9 in Dubai or the 88th Annual IMA Conference & Exposition being held June 16-20 in Phoenix? Both of these conferences offer excellent learning opportunities and exposure to top executives and leaders in management accounting. I will be at both events, and I certainly hope to see you there. If you can’t attend, then I

would also encourage you to explore the Professional Development area, which provides online learning and is accessible through IMA’s website at [www.imanet.org](http://www.imanet.org). Just click on Professional Development on the left side of the home page.

What is IMA doing to stay current? Under the leadership of Paul Sharman, president & CEO; Kristen Darby, director of membership programs; and the Community Revitalization Advisory Committee, IMA held a special Community Revitalization Summit last month to provide members of diverse backgrounds the opportunity to engage with others and share ideas on how IMA can create new member communities and revitalize existing ones. IMA can thrive only through the continued contribution and participation of members. That means you! This event was important for the development of unique ideas that can strengthen and grow IMA as well as enhance our ability to connect with members and enhance members’ ability to connect with each other.

What do you think? Please share your thoughts with me at [bbrower@imanet.org](mailto:bbrower@imanet.org). ■