

*Message from the Chair*



# Where Is the Passion?

BY WILLIAM BROWER, CMA, CFM

Do you remember the TV commercial that used the tag line “Where’s the beef?” If you recall, it was often quoted to put a spotlight on all sorts of issues, including shortcomings in products and services. When it’s time to renew your membership in the Institute of Management Accountants (IMA®), are you looking at the value IMA offers and thinking “Where’s the beef?”

I personally believe that IMA is delivering more value today than ever before. Our educational offerings are better, the webinars are wonderful, and IMA is now visible as an advocate for change with the Securities & Exchange Commission (SEC) and the Financial Accounting Standards Board (FASB).

We in IMA are committed to our strategic plan that is driving the creation of special advisory committees to challenge the current status quo and develop new approaches to creating value. I recently attended the Community Revitalization Committee Summit meeting in Chicago that was seeking input from a diverse range of members on what they would like from the organization. It was clear that passion and enthusi-

asm for IMA are alive and well, especially in our newer members. They are looking for ways to enhance their career. Certification is important, leadership development and skill training are important, but, most interestingly, the newest members said they joined IMA for networking opportunities. They displayed a great desire to get involved in local chapters and in the leadership roles that our chapters and councils have to offer.

That brings me to the question, “What’s your level of passion and enthusiasm?” Passionate people who have a can-do, positive attitude and outlook are fun to be with and work with. It’s amazing how much can be accomplished and how enjoyable accomplishing the task can be when

the team is composed of upbeat, positive-thinking achievers. IMA was formed by people who had this passion and the desire to network with others who shared the same interest in management accounting. Over the years this passion has been the hallmark of the chapters and councils that have been growing, that have succeeded in hosting wonderful programs, and that have been building strong relationships and lifelong friendships.

I hope that each of us can harness the enthusiasm and passion of our members to strengthen our chapters. I know that it’s there—that it exists. So my challenge to each of us is to find, encourage, and mentor those who have this passion and get them involved in driving IMA to new heights. When was the last time you asked someone to join you in attending a meeting or a social event? Please don’t let another meeting go by without demonstrating your passion by inviting your team, your company, or your friends to become actively involved.

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