

Message from the Chair



Where Is the Value?

BY JOHN B. POLLARA, CMA

I would like to start my first “Perspectives” column by saying I am proud and honored to represent IMA as Chair for the 2007-08 year. IMA is a big part of my life—in fact, it has been so for many years—and I am thrilled to take on this new challenge and help IMA realize its vision.

I often hear our members ask what value they receive for their dues. I’m somewhat perplexed when I hear this statement because if we take the time to look at everything IMA has to offer, the dues seem quite reasonable.

So just what does IMA have to offer? First and foremost is representation. All professionals—whether they are doctors, lawyers, engineers, or accountants—have professional organizations that represent their interests. These organizations provide certification, professional development, and research, and, most importantly, they are advocates for their profession. Professionals rely on their organizations to keep them up to date with the latest tools needed to render top-notch services to their patients, clients, and employers. They rely on their organizations to protect their interests and to keep regulatory

bodies from enacting laws and rules that adversely affect their livelihood.

IMA is no different. IMA is working diligently to rebalance and elevate the management accounting profession in the United States and abroad. During this past year we have met with U.S. senators, congressmen, the Financial Accounting Standards Board (FASB), the Securities & Exchange Commission (SEC), the International Federation of Accountants (IFAC), and a number of other important lawmaking and standards-setting bodies throughout the world.

At present, IMA is working with Congress on simplifying Section 404 of the Sarbanes-Oxley Act (SOX); lowering the cost of compliance, especially for smaller companies who face a disproportionate cost burden; and protecting the interests of investors. Our work with the FASB and

IFAC focuses on simplifying accounting pronouncements and promoting the convergence of U.S. Generally Accepted Accounting Principles (GAAP) with International Accounting Standards (IAS). IMA’s Financial Reporting Committee works to curtail overly burdensome reporting requirements. We work with colleges and universities to promote management accounting curricula and the Certified Management Accountant (CMA®) program. We are doing numerous things to make your job easier and your business more profitable. These are a lot of benefits for such a small price.

During my year as IMA Chair, I plan to help and encourage everyone to bring in as many new members as possible. IMA is a great value and should be shared with other accounting professionals. Membership growth isn’t just the job of staff or a few volunteers. Membership is everyone’s job. The more individuals IMA represents, the more influence we are going to have. Please help me to realize our vision to be “The World’s Leading Association for Management Accounting and Finance Professionals.”

Please feel free to share your thoughts with me at jpollara@imanet.com. ■