



Message from the Chair



Our Future | BY JOHN B. POLLARA, CMA

▶ Last month I devoted my column to membership, particularly the need to engage young professionals. Not only are we designing programs to attract young professionals, but we also have a fantastic program for students.

In November, IMA will be presenting its 8th Annual Student Leadership Conference in Louisville, Ky. This activity has been a big success for both students and their professors. Last year the Conference was held in Cleveland, and the event was sold out. We had more than 350 registrants from 26 states and representing 70 colleges and universities.

This year students will learn about “The CFO’s Role in a Company’s Growth” from the senior vice president and treasurer of Papa John’s International. This is very apropos since many students depend on a steady diet of pizza for their daily nourishment. Other topics include “Working in Today’s Multigenerational Workforce” and “How Accounting Relates to the Thoroughbred Breeding Industry.”

In addition to being able to earn eight hours of continuing professional education credit, the students will

have a number of networking opportunities that include a tour of the Louisville Slugger Museum & Factory and a special reception at the Muhammad Ali Center. Both events are offered free, in part because of the generous donations of our IMA members. In fact, the registration fee we charge the students for this Conference is only \$100 for student members and \$140 for nonmembers because we believe these students represent the future of our profession and our Institute. Not only is the Conference registration inexpensive, but it also includes a one-year student membership for those students who aren’t already IMA members.

It’s amazing to see how excited students are about management accounting and their upcoming careers. There is energy at this Conference that I don’t see at other conferences catering to us more mature accountants. It must be something about

being young and having your entire future ahead of you.

The reason why I have elected to make the Student Leadership Conference the topic of my column is twofold. First, I want everyone to know that we are doing a number of things behind the scenes to attract students to our organization. So when you ask what IMA is doing to attract young people, now you know. Second, if you think we are on the right course, I encourage you to help make this Conference even more meaningful by making a donation to it. We have a program called GEMS that allows companies and individuals to make tax deductible donations to the Student Leadership Conference. What you donate isn’t as important as your show of support for what we are trying to accomplish.

If you would like to learn more about the Student Leadership Conference, the GEMS program, or opportunities to be a sponsor or exhibitor, you can visit www.imastudents.org. You can also e-mail Jodi Ryan at jryan@imanet.org if you have any questions.

As always, please don’t hesitate to e-mail me at jpollara@imanet.org with your comments or questions. ■