



# Going Global

BY JOHN B. POLLARA, CMA

Organizations these days like to talk about their overarching vision—say, to be a nation’s leading consumer electronics company or the world’s best provider of financial services. At the Institute of Management Accountants (IMA®), we describe our aspirations in a

simple but quite ambitious vision statement: “the world’s leading association for management accounting and finance professionals.” We also proclaim our mission as providing a forum for these professionals “to develop and advance their careers through certification, research and practice development, education, networking, and the advocacy of the highest ethical and professional practices.” That’s a pretty tall order, considering the world’s size and diversity. Yet, based on my experience, even though we may speak different languages and practice different customs, management accountants share many similarities: We want to do our jobs well, we want to advance our careers, and we want to help our organizations succeed.

In keeping with our vision and mission to serve management accountants around the world, IMA sponsors a Global Conference in the dynamic,

economically important city of Dubai, UAE. To me, this event exemplifies what it means to back up the words in our vision and mission statements with action. Now in its third year, this Conference provides a chance for our overseas colleagues—who may not be able to attend our Annual Conference in the U.S.—to learn firsthand about IMA’s compelling and relevant professional development and networking opportunities.

Our next Global Conference, scheduled for May 2008, promises a special emphasis on some of the hottest international issues. For example, we’ll have a session on governance, risk, and compliance (GRC), a technical topic that’s especially pertinent to non-U.S. companies in emerging economies who are seeking to attract capital in a competitive global marketplace. We’ll also offer a session on the convergence of global reporting standards—International Finan-

cial Reporting Standards (IFRS) and U.S. Generally Accepted Accounting Principles (GAAP)—a subject that the Securities & Exchange Commission (SEC), the Financial Accounting Standards Board (FASB), and their international counterparts, such as the International Accounting Standards Board (IASB), are seriously exploring.

For the first time ever, attendees also will have an opportunity to fulfill their annual CPE ethics requirement through the new course, IMA Ethics Series: Success Without Compromise. And since the Certified Management Accountant (CMA®) is an immensely popular certification for our international members, we’ll have a session on CMA exam prep tips and tools.

We know practitioners appreciate this Global Conference because they’ve told us so. In post-Conference surveys, 92% of attendees said that the Conference met their needs, and the vast majority of speakers and attendees said they would return. Last year’s attendees and speakers represented more than 30 countries, ensuring an intimate but truly international learning experience.

IMA’s level of commitment to reaching our global members is evi-

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denced by the impressive array of speakers already scheduled to participate. Topping the list is IMA President and CEO Paul A. Sharman, ACMA, who will lead a session on management accounting and financial leadership. Also on the program are senior IMA officials and prominent international executives, including the CFO from China Haier (a global consumer electronics and home appliance company) and a speaker from the World Bank International Finance Corporation.

I'm proud to be part of an organization that "walks the walk," not just "talks the talk," when it comes to fulfilling our vision and mission. So come join us at the 2008 Global Conference to see what we're doing in the international arena.

As always, I welcome your thoughts at [jpollara@imanet.org](mailto:jpollara@imanet.org). ■