

By Jeffrey C. Thomson



# Unlock Your Membership Value

IMA continues to work toward offering you a greater variety of membership benefits that you can use on and off the job. Our webinar series is one of the latest.

## Dear IMA Member:

In today's recession, people are looking to get the most for their money. And, as the saying goes, "You get what you pay for." As a member of the Institute of Management Accountants (IMA®), your membership dues entitle you to a suite of valuable benefits designed to help you, your career, and your organization perform better—all for less than 55 cents per day (depending on your membership category). Please see the "Menu" for a sample of some of these benefits.

These are just some of our membership offerings. IMA will continue to add exciting new programs and services in our unwavering quest to provide the best member products and services in the accounting profession.

One tangible benefit is our *Inside Talk* and *Inside IFRS* webinar series. Available exclusively to members, these webinars cover relevant topics and present the latest trends and best practices in management accounting. They also are

archived for later viewing, which can be a great resource for teaching, for learning, or for a corporate training session to help you and your staff on the job. Unlike many other webinars, IMA's *Inside Talk* programs aren't sales pitches; they are developed *by* practitioners *for* practitioners.

IMA's certified members can earn free continuing professional education (CPE) credits by attending the live webinars and fulfilling certain requirements while there. That's more than 17 free CPE credits for the year, which **alone** would cover the cost of membership if members had to pay for those credits! Other organizations offer webinars of this quality at an

additional charge, but IMA members can enjoy *Inside Talk* and *Inside IFRS* as part of their membership.

We're pleased to work with Deloitte on the special *Inside IFRS* series to deliver quality thought leadership on one of the most significant changes to the accounting profession. As you may have heard in my podcast last month, IMA is also adding a number of webinars to the 2009 *Inside Talk* series that will focus on surviving and thriving in the current economy. These topics include job and career strategies in today's market, strategic cost management, working capital management, financial leadership, and enterprise risk management.

Check IMA's website at [www.imanet.org](http://www.imanet.org) (Professional Development section, Live Webinars) to learn more.

As we all work to cope with this difficult economy, I want you to know "from the top" that IMA will continue to enhance the value of your membership by connecting you to relevant tools and resources to enhance your job, your career, and your organization. That's our value pledge to you and one of the reasons why your

## BENEFITS "MENU"

ACCESS TO *INSIDE TALK* AND *INSIDE IFRS* WEBINAR SERIES

*STRATEGIC FINANCE* MAGAZINE

IMA ONLINE NEWS AND SPECIALTY E-NEWSLETTERS

*MANAGEMENT ACCOUNTING* QUARTERLY

IMA EDUCATIONAL CASE JOURNAL

STATEMENTS ON *MANAGEMENT ACCOUNTING*

ONLINE AND IN-PERSON NETWORKING

ACCESS TO IMA RESEARCH

PROFESSIONAL ADVOCACY

ONLINE CAREER CENTER

DISCOUNTS ON IMA EDUCATIONAL PROGRAMS

AFFINITY PARTNER DISCOUNTS

IMA membership is a worthwhile investment. I encourage you to spread the word about IMA value!

**Jeff Thomson**

*IMA President and CEO*