



This Is Your

IMA

Sometimes we long-time members of IMA get so busy with our association activities that we forget we need to let others know about the raft of valuable benefits available with membership. Here are just a few.

There was a time in the not-too-distant past when General Motors was so strong, so powerful, and controlled such a large percentage of the American automobile market that the Justice Department considered breaking up the company under antitrust laws. Forty-five years later, the U.S. government has pumped \$50 billion into GM, the company has declared bankruptcy, and the government owns 60% of the automotive giant as a “reluctant shareholder.”

There are many reasons for the decline and fall of this once-mighty company and the rest of the U.S. automotive industry, but one reason was surely that GM and other American automakers forgot their customers and their customers found better products at better prices elsewhere. The value that the U.S. automotive industry once provided simply

doesn't exist anymore.

W. Edwards Deming, statistician and management guru, once asked, “Who can put a price on a satisfied customer, and who can figure out the cost of a dissatisfied customer?” At the Institute of Management Accountants (IMA®), we, too, have the responsibility of satisfying our customers—59,000 members worldwide—and the honor of representing the profession of management accounting.

IMA leadership recently has been stressing the value of your

IMA membership and how much you gain from belonging to this great organization. A Benefits “Menu” first appeared in the May 2009 *Strategic Finance* and is recreated here in a slightly expanded version to include benefits of joining the ranks of certified members, those who have earned the Certified Management Accountant (CMA®) credential. In addition to these tangible benefits, becoming a CMA provides you more great value: value to better yourself, your career, and your organization. Last month's *Strategic Finance*, which reported the findings of IMA's latest Annual Salary Survey, discussed in more detail the value of becoming an IMA certified member and the career-building benefits of the CMA.

Along with building the value of your membership, perhaps the most important way that IMA represents the profession is by building bridges to and with other accounting associations. To that end, we are greatly improving our outreach to other worldwide accounting and finance organizations.

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BENEFITS “MENU”

THE CMA, IMA'S CERTIFICATION FOR ACCOUNTING AND FINANCE PROFESSIONALS

- ▶ CMA CONNECTION E-NEWSLETTER
- ▶ ACCESS TO CMA GROUPS IN LINKUP IMA (ONLINE COMMUNITY)
- ▶ ANNUAL ETHICS TRAINING

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

We're reaching out to these groups because we believe our profession can be served most effectively by working together rather than working in silos, which almost by definition minimizes our collective ability to bring about change to our profession. We each have a tremendous responsibility and can best meet that responsibility by working together to the betterment of the profession.

The reason IMA can accomplish these ambitious goals is because we are the only U.S.-based accounting organization that focuses on finance and accounting professionals working inside organizations. We're also the only accounting organization in the world that can bring together the combination of professional development, networking, certification, and continuing education programs that can grow with our members as our members grow in their careers.

I look forward to a very exciting year as your Chair. You can reach me at jbrausch@imanet.org with comments or concerns regarding your IMA. **SF**