

By Jeffrey C. Thomson

IMA's Inspiring 90th Anniversary Celebration



IMA's Annual Conference is a wonderful opportunity for all members to learn, improve their career skills, network, and have some fun. Each year brings a new set of experiences that you'll long remember.

Dear IMA Member:

Now that I've returned from IMA's 90th Annual Conference & Exposition in Denver, I'd like to take a moment to reflect on what a great event I experienced. I can't tell you how energizing it was to be there—talking with fellow members, hearing their views on IMA and the profession, learning, networking, and taking pride in being a part of the IMA global community.

The Annual Meeting of Members on Sunday, June 7, kicked off the four-day event in IMA style. At the meeting, we unveiled the new *LinkUp IMA* online social network, our latest membership benefit. We announced our incoming Board of Directors, commented on the state of the business, and explored our path to the future. I'm pleased to report that the IMA Board of Directors unanimously approved our fiscal 2010 budget and strategic plan through 2013. This is very exciting because our plan is both inspirational and aspirational, and it includes a

number of initiatives that will help grow IMA by enhancing the careers of individuals and the capabilities of organizations. These initiatives include investments in the Certified Management Accountant (CMA®) exam to make it more valued by CFO teams around the globe, a new website, new educational products, and a new member database that will enable exemplary member services.

Fiscally speaking, IMA is doing well. During the first 10 months of this fiscal year, we've grown revenue by double digits, primarily because of an increase in the number of CMA candidates. Despite the recession, we've experienced three consecutive months of net membership increases. And we've gone from defense to offense in describing IMA's value to members while being on an unwavering quest to improve our value proposition.

More Conference Notes

Ethics is the cornerstone of our profession, so the first two general sessions of the Conference focused on the topic of ethics and integrity. We were also pleased to have former U.S. Comptroller General David Walker as a keynote presen-

ter, addressing the issue of the U.S. national debt and the corrective actions needed by government, professionals, and citizens. (I would like to continue writing about our excellent speakers and their topics, but space is limited, so I've just mentioned a couple.)

Our International Reception demonstrated the global scope of IMA membership, with members coming from as far away as the Middle East, Finland, Germany, and Australia to attend the Conference.

We also introduced a few new events this year, and they were well received. Attendees had a chance to unwind at a purely networking event at the Denver Zoo, and the IMA Women's Leadership Forum encouraged leadership and volunteerism among women and men at IMA. Another goal of the Forum was to understand, embrace, and leverage the differences between women and men to make IMA a stronger community.

Thanks to Chapters and Councils

IMA wouldn't be where it is today without the outstanding achievements of our individual members, chapters, and councils. I congratulate this year's CMA

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award winners, Student Case Competition winners, Lybrand Award winners, winners of the annual Chapter Competition, and other award winners. They are truly the backbone of our fine and growing global community.

Although it may seem a long way off, we're already planning IMA's 91st Annual Conference & Exposition in Baltimore next June (June 5-9, 2010). I hope you will join me and your fellow IMA members in celebrating all that IMA and this profession have to offer. Mark your calendars for another action-packed educational and community-building event! Check out the website (www.imaconference.org). The call for sessions is already open!

Jeff Thomson
IMA President and CEO