

Message from the Chair

By John M. Brausch, CMA, CFM, CPA



The Kids Are Alright

IMA nurtures its members from the classroom to the C-suite and everywhere in between, so students and educators are vital to the association's continuing growth and development.

In early November I had the privilege of attending the Institute of Management Accountants' (IMA®) 10th Annual Student Leadership Conference in St. Louis. This Conference is truly one of the highlights of the IMA year because students get the opportunity to learn from business leaders, leading-edge educators, and key IMA volunteers about how to best chart their careers as management accountants.

A record-breaking 400+ students and faculty from 73 universities in 34 states attended this year's Conference. It was an overwhelming success as students heard about the importance of leadership, how to build a successful career, how to prepare for the Certified Management Accountant (CMA®) exam, and how to market themselves in a difficult economy, as well as other popular topics such as risk management, ethics, forensic accounting, and eXtensible Business Reporting Language (XBRL).

But it wasn't all business: The

students also got a behind-the-scenes look at the St. Louis Blues National Hockey League team and organization and enjoyed a professional hockey game after the tour.

Earlier this year, I attended the American Accounting Association's (AAA) annual conference in New York City on behalf of IMA. The AAA represents accounting educators, and IMA's work with the Management Accounting Section of AAA was clearly evident at this conference, as was the fact that our efforts on behalf of the profession are continuing to pay dividends. Indicative of that effort, IMA's Foundation for Applied Research (FAR) over the past few years has given out more than \$300,000 in grant money toward doctoral and other research in the field of management accounting.

But IMA's support of accounting education goes beyond the theoretical: It touches individuals. During the AAA conference, a gentleman approached me and asked if I were with IMA. I was happy to answer in the affirmative. When I did, he told me how IMA had helped fund his doctoral research and how grateful he was for IMA's impact on his life and his career. I was genuinely touched

by his testimony of the great work that IMA does on behalf of our members worldwide to advance our profession.

These two events—our student conference and the AAA conference—enabled me to witness firsthand the work that IMA does for accounting educators, the work those accounting educators do for our student members, and the chance to meet many of our student members. Based on my experience, I'm excited that our profession and our association will be in good hands in upcoming years.

This is a key point in the continuing evolution of IMA. Students—and the educators who teach them—are vital to our development as an association that nurtures its members from the classroom to the C-suite and everywhere in between. IMA has 4,400 student members and more than 1,900 academic members. From the classroom to their first jobs within the profession, through their years as young professionals, and into the ranks of management and eventually the executive suite, IMA is the world's only accounting organization that can bring together the combination of professional development, networking, certification, and continu-

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ing education programs that can grow with our members as our members grow in their careers. I joined IMA as a student, and my IMA experience has helped me be better at what I do—every step along the way. I hope all of you have a similar experience.

As always, I welcome your comments at jbrausch@imanet.org. **SF**