



Enhancing Your Member Experience Is a Top Priority

One of IMA's main goals is to serve you, our members, to the best of our ability and to offer you outstanding products and services that will be valuable to you throughout your careers.

Dear IMA Member:

On behalf of the Institute of Management Accountants (IMA®), I want to sincerely thank you for your membership. I want you to know how valued it is. "Remember the member" is our credo for an unwavering focus on articulating and increasing member value. You are part of a proud association approaching its 91st year with 60,000 members strong in more than 125 countries. Talk about a global community!

First, I'd like to share with you some brief highlights of what we accomplished in 2009. For 2010, I look forward to another productive year for our association.

For our 2009 fiscal year, IMA reported a 14% year-over-year increase in operating revenue, a 3% decrease in operating expenses, and a nearly \$3 million positive swing in operating margin. I'm pleased to report that we are running IMA responsibly on your behalf. We're investing in valuable member products and services that will enhance careers, organizations, and economic development.

Certification

- ◆ Despite challenging economic conditions, the Certified Management Accountant (CMA®) candidate pool grew by 16% in 2009. We attribute this to stellar customer service, the exam window structure, and increased marketing and corporate development activities—a "supply chain approach" to the CMA program.
- ◆ After extensive preparation, the Institute of Certified Management Accountants (ICMA®) announced a revised two-part CMA exam format that's rigorous, focused, and relevant for today's CFO team. A new visual identity for the IMA and CMA brands was unveiled to mark these enhancements.

Professional Development

- ◆ Throughout 2009, IMA continued to offer a free series of relevant and compelling webinars, including a five-part series on International Financial Reporting Standards (IFRS) in cooperation with Deloitte. Our goal is to create learning opportunities for you that are highly relevant, flexible, and value based. Other organizations charge a fee for similar events.

- ◆ IMA received NASBA approval for its live webinars, which means we are now offering CPE credit for both CMAs and Certified Public Accountants (CPAs).
- ◆ We introduced NASBA-approved, specialized, advanced e-learning programs, including the Risk Management and Internal Controls e-learning series, and a fourth course on business ethics.

Community Building

- ◆ IMA boasts a global network of more than 200 chapters—passionate volunteer members working together in a local community to advance the profession and our association. We welcomed new chapters around the world, including Switzerland and Qatar, and student chapters in Saudi Arabia and China.
- ◆ At IMA's 90th Annual Conference & Exposition in Denver, we formally launched our own private social networking site, *LinkUp IMA*. In a short time, *LinkUp IMA* (www.linkupima.com) has attracted more than 6,000 members, reflecting the need for IMA members to stay connected.

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Research, Publications, Advocacy

- ◆ *Strategic Finance* was redesigned with a new look and new features, including IMA Life, a column written by IMA members to share their experiences.
- ◆ Our Foundation for Applied Research (FAR) funded relevant practitioner research, including two major studies on (1) customer profitability and lifetime value and (2) sustainability reporting.
- ◆ IMA introduced a new Statement on Management Accounting (SMA) that covered business valuation.
- ◆ The *IMA Educational Case Journal*, with in-depth and practical cases on topics appropriate for the classroom setting, completed its second full year of publication.
- ◆ Our two primary advocacy committees, the Financial Reporting Committee and the Small Business Regulatory Affairs Committee, continued to represent the financial regulatory reporting interests of organizations of all sizes through comment letters and advocacy directed to the Securities & Exchange Commission (SEC), Financial Accounting Standards Board (FASB), International Accounting Standards Board (IASB), Internal Revenue Service (IRS), and other organizations.

The Year Ahead

We are pleased and proud to serve you and help you as much as we can. As your challenges mount in advancing your careers

and your organizational capabilities, so, too, does the support of your association. In the coming year we will deliver a new member database that will transform the member experience, a new website with enhanced navigation and functionality, and a new online learning platform to help manage continuing education and CMA exam prep courses more efficiently.

As we welcome 2010, I am inspired about the future of IMA.

Best wishes,
Jeff Thomson
IMA President and CEO