



# Turning Vision into Reality

This has been a banner year for IMA as it has executed its vision excellently in a number of ways that have grown the association.

Leadership expert and management consultant Joel Barker once said that, “Vision without action is a dream. Action without vision is simply passing the time. Action with vision is making a positive difference.” The Institute of Management Accountants (IMA®) is at the intersection where action and vision have come together to make a positive difference in our profession.

IMA has always had a great vision, but seldom in our history have we executed as well as we have this year. Consider the following: IMA has 6,000 more members than we had one year ago. We’ve also rolled out a new Certified Management Accountant (CMA®) exam to an overwhelmingly favorable market response. Since the introduction of the new exam last November through this past April, more than 8,000 new CMA candidates have joined the program, registering for roughly 13,000 exam parts. This interest in the CMA has continued to grow.

In addition to the new CMA exam, IMA also has introduced a

new CMA review course: *The CMA Learning System*. This course—along with those offered by other review course providers—gives CMA candidates a variety of study materials to use in their quest to successfully complete the exam and become CMAs. Certifying more management accountants will certainly have a positive impact on our profession.

IMA also has updated its look in the market with new logos and taglines and will soon introduce a much-needed new website. These changes will completely alter prospective members’ views of IMA, and they’ll also improve the way current members view the organization through these customer contact points. What’s more, IMA has introduced its proprietary online community, *LinkUp IMA*, which has attracted more than 9,000 members since its launch at last year’s Annual Conference & Exposition.

And there’s more: This year IMA has worked to develop the Global Leadership Academy. The association has long recognized the need to create a well-defined global leadership process in order to help train and mentor tomorrow’s leaders today. A tremendously talented group of

volunteers and IMA staff—led by former IMA Chair Bud Kulesza—has helped to spearhead this program, which will be available to all IMA members next year and will add yet more value to your IMA experience.

It has been an honor for me to play a part in helping IMA make a positive difference by combining action and vision. Nevertheless, one certainty of life is that time marches on. My year as your Chair has come to an end, and I pass the reins to Dr. Sandra Richtermeyer of Xavier University. Looking back, I’ve always believed that IMA has the ability to make a positive difference to our profession because it’s the only U.S.-based accounting organization that focuses on accountants and financial professionals in business. It’s 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. This year, we’ve taken tangible steps to make that vision a reality.

As always, I welcome your comments at [jbrausch@imanet.org](mailto:jbrausch@imanet.org). **SF**