

By Jeffrey C. Thomson, CMA



Technology and Innovation: Partners in Value Creation

One of our goals is to deliver exceptional and innovative customer service along with excellent products and services for all members. We welcome your ideas.

Dear IMA Member:

I hope all is well with you.

Being a “corporate type” (more than two decades at AT&T), I know that sometimes people can talk a good story but not deliver. I hope that’s never the case with our global staff in Montvale, Beijing, Dubai, and Zurich. We are accountable to *you* as valued members and “shareholders” in IMA®, and we take this responsibility seriously.

What have we delivered for the 2010 fiscal year, which ended on June 30? First, let me answer this from the *financial* perspective. Despite the recession, we added more than 5,500 members compared to the year before. Our new, focused two-part CMA® (Certified Management Accountant) exam and transition program garnered nearly 12,000 new CMA candidates, more than double the previous year. And the ICMA® (Institute of Certified Management Accountants) minted more than 1,500 new CMAs, the highest annual total since 1997.

Second, there’s the *member* per-

spective. We must have an unwavering and relentless focus on value to retain your membership. Demonstrating the “power of the community,” our *LinkUp IMA* private social networking community has more than 10,000 members and 120 groups plus job boards and other career services. IMA’s *Inside Talk* webinars, which focus on highly relevant topics and are free as a member benefit (many other associations charge \$20 to \$150 for comparable webinars), continue to be a hit. We proudly launched the *IMA Leadership Academy* in July and had more than 1,400 attendees at the first live webinar! And our Foundation for Applied Research (FAR) funded and produced C-suite studies in the areas of sustainability reporting, customer profitability, and healthcare.

Third is the *people* perspective, our dedicated staff. We created *Our Core Values* as guideposts to business success. They include putting the member first, innovation, teaming to achieve, and more. Truly practicing a core set of values helps guide organizations through good times as well as turbulent times.

Although this was a growth year for IMA, the goal is to create *sus-*

tainable growth. A key ingredient for sustainable growth is technology that enables innovation and enhanced value for members. Throughout several weeks in June and July, IMA implemented some groundbreaking technology enablers: a new association management system, the equivalent of a back-end enterprise system to manage member profiles for reporting, analysis, and servicing; a new online learning center that enables users to manage their exam prep, continuing education, and CPE courseware more efficiently; a new website, with clear navigation and portals to all of IMA’s growing products and services; single sign-on, a single password that makes moving across portals seamless; and e-business to enable efficient and secure electronic transactions. Our goal is to deliver the best member service on the planet and to be on a path of continuous innovation to keep you part of the IMA community for a lifetime. You should expect nothing less from your association.

As always, please let me know what you think. E-mail me at jthomson@imanet.org.

Sincerely, Jeff Thomson, CMA
IMA President and CEO