

Message from the Chair
By John C. Macaulay, CMA



Looking to the Future: Staying Agile

IMA® has always been committed to change and remaining agile. Now it's forging ahead with a series of programs and partnerships to do just that.

Many good things happened in Las Vegas last month, including the IMA® Global Board unanimously approving a new four-year strategic plan and budget for fiscal 2013. Those who attended IMA's 93rd Annual Conference & Exposition, including the Annual Meeting, not only enjoyed a great educational experience but also heard about the achievements of the past year and several exciting developments that the staff and volunteer leaders are pursuing in support of our strategic plan. I'd like to share some of those operational highlights with you.

IMA enjoyed an excellent year in fiscal 2012. Net membership is up by more than 4,000 globally, and, in the United States, membership is up for the first time in more than 20 years. The CMA® certification continues to gain in popularity and respect around the world, and there are more than 35,000 active participants currently in the program. Supporting these candidates is a growing network of review course providers. During this past year, we also extended our

chapter network in the U.S. and overseas. We now have a roster of 211 chapters that includes 22 international chapters, served by our global regional offices, and we have 85 student chapters, an encouraging development for our profession's future.

In addition, we continued to explore new strategic partnerships in the face of increasing competition. For example, we recently established a strategic partnership with publisher John Wiley & Sons that will involve cobranding, distribution, and new product design for the *CMA Learning System* and our suite of exam preparation products. We expect this new relationship to help increase awareness of the CMA program, especially in the U.S., as Wiley brings several advantages that IMA can't duplicate on its own, such as "platinum" status on Amazon.com.

In Las Vegas we also announced a strategic partnership with ACCA (Association of Chartered Certified Accountants). Founded in 1904, ACCA has a global network of 83 offices around the world. It's also one of the world's most respected and influential accounting associations. The partnership details include joint research, CFO roundtables, chapter events, and

new educational products. Additionally, the ICMA Board of Regents, which governs the CMA program, recently approved exam recognition advantages for ACCA certified members that will increase the awareness and adoption of the CMA program globally. This partnership complements our respective strengths and delivers unique and significant value to professional accountants in business. We will continue to seek other mutually beneficial relationships that support our members and the profession.

All of these developments align closely with IMA's overall strategic goals: (1) to create superior member value, (2) to increase the penetration of the CMA program, and (3) to grow membership.

To support these goals, we also introduced a new program to formally develop and evaluate innovative ideas. This program stems from a recent special training activity involving IMA staff and senior volunteers, and its primary goals are to accelerate the release of new products and services and to encourage more efficient work processes. As part of the program, IMA will appoint an Innovation Council that will review submitted

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ideas and evaluate their merit. IMA's staff members in the U.S. and overseas are developing the program, and eventually members will be invited to submit their innovation suggestions.

Of course, the encouragement of innovation has always been a part of IMA's history since the organization's founding more than 90 years ago. That commitment to remaining agile and responsive to change is one of the reasons IMA has accomplished so much since 1919.

Another reason IMA has been so successful is all of you, and I look forward to the coming year as your Board Chair and to working alongside our members, volunteer leaders, and staff to continue to pursue our strategic goals. I also invite you to share your thoughts with me on this or any other subject at jmacaulay@imanet.org. **SF**