

By Jeffrey C. Thomson, CMA



Delivering Value at the Annual Conference

“Illuminate, Innovate, Invigorate,” the theme for IMA’s 94th Annual Conference & Exposition, has become a mantra embodying the everyday lives of staff and members. Please join us in the experience.

Dear IMA® members,

IMA is committed to delivering great value to you through several different avenues. Partnerships, innovative ideas, and well-balanced conferences are just a few.

Illuminating Our Partnership with the Association of Chartered Certified Accountants (ACCA). As we approach the one-year anniversary of our strategic partnership with ACCA, we have much to celebrate. Our unified global voice for the profession has helped us expand our reach and value delivery to both organizations’ members. Together, through joint research, CFO roundtables, chapter events, and new educational products, we empower accountants and financial professionals to drive business performance.

We will continue advancing this significant global partnership at IMA’s 94th Annual Conference & Exposition June 22-26, 2013, in New Orleans, La. Barry Cooper, ACCA president, and John Macaulay, IMA Chair, will co-host the session “Risk and Corporate

Governance: The Global Perspective” on Tuesday, June 25, from 2 p.m. to 3:15 p.m. This session will help everyone understand IMA and ACCA’s joint thinking as strategic partners on risk management and corporate governance. Stay tuned for the announcement of more joint products and services that will enrich careers, organizations, and society!

Thinking Innovatively to Serve Members and the Profession.

Just like those of us at IMA, Josh Linkner, CEO and managing partner of Detroit Venture Partners, is no stranger to addressing specific business challenges facing organizations and cultivating an atmosphere to encourage new ideas. His session, “Unleashing Creativity,” is on Sunday, June 23, from 3:15 p.m. to 4:30 p.m. He will show you how to jump-start creativity, imagination, and original thinking to drive meaningful and immediate results for you and your company. Additionally, at the Annual Meeting of Members, we will provide an update on IMA’s innovation journey and ways members can get more directly involved in driving innovation. As we like to say on the IMA staff, if we are to look ahead and serve our members’ future needs, “we can’t let what we know

limit what we can imagine.”

Invigorating IMA’s Conference and Members. With nearly 40 concurrent sessions at the Conference, members will have a variety of ways to earn 28 or more NASBA-approved CPE credits. Five sessions that each offer 1.5 hours of CPE credits address the subject of ethics from a variety of perspectives (two hours of ethics CPE are required annually for professionals holding the CMA® (Certified Management Accountant) credential).

Living in this fast-paced, ever-changing world of competition, accounting professionals need sound ethics. That’s why I’m excited to moderate Cynthia Cooper’s session on “Ethical Leadership for the 21st Century” from 1:30 p.m. to 2:45 p.m. on Sunday, June 23. Cooper is one of *TIME*’s Persons of the Year (2002), the first woman inducted into the AICPA Hall of Fame, an internationally recognized speaker, and the author of *Extraordinary Circumstances: The Journey of a Corporate Whistleblower*. She and her team unraveled the fraud at WorldCom, one of the largest corporate frauds in history. She will share some of her personal experiences and discuss practical strategies for sorting through ethical

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dilemmas and promoting ethical leadership.

As we gear up for another Annual Conference, we will continue to raise the bar in delivering value in varying “shapes and forms.”

Along with an exciting lineup of speakers, the Conference offers a great new feature: Zumba classes the mornings of Monday, June 24, and Tuesday, June 25. In addition, in the spirit of giving back the IMA way, we are also offering an opportunity for members to donate to two local charities at registration: United Saints Recovery Project and Start the Adventure in Reading (STAIR).

See you in New Orleans! **SF**

Sincerely, Jeff Thomson, CMA
IMA President and CEO