



# Fully Engaged

We are a member-driven organization that is fully engaged in advancing the profession of management accounting. Let's take a look at some of our current successes.

It's hard to believe that we're already halfway through IMA's 2014-15 fiscal year. We've accomplished a great deal in the first six months and have much to look forward to in the next six. While I can't cover everything we've done in this column, I do want to review some of the highlights IMA® has experienced since last June.

Our chapters and councils have been very active, delivering many successful networking and educational meetings in their areas. IMA Chairs and senior staff members have attended or spoken at many events, and more are scheduled for the upcoming months. Some chapters have had joint meetings with other organizations, such as the Accounting & Financial Women's Alliance (AFWA) and a joint Association of Chartered Certified Accountants (ACCA)/ IMA meeting in Toronto, Canada. In October, former IMA Chair Sandy Richtermeyer and Leslie Seidman, former chair of the Financial Accounting Standards Board (FASB), co-hosted the initial IMA/Pace University Women's

Accounting Leadership Series meeting in New York City, which was a great success and reinforced our commitment to diversity.

IMA's Higher Education Endorsement Program also continues to grow. This program, which recognizes universities that offer a curriculum that meets the educational standards that enable students to pursue the CMA® (Certified Management Accountant) credential and that correlates to the CMA exam content specifications, has gone global. Our first European school, EBS in Germany, and our first Middle Eastern school, Prince Sultan University in Saudi Arabia, have been approved. The program is gaining traction in the United States as well, as Clemson and Baylor were added to a growing list that already contains universities such as Brigham Young, Michigan State, and Penn State. We have many more applications in process as schools recognize the need for diversification with a management accounting track.

We also were recently named a full voting member of the International Integrated Reporting Council (IIRC), which seeks to improve the value of external disclosures and reporting to stakeholders. Many IMA

members are thought leaders in Integrated Reporting (IR), such as Chris Mishler, Brad Monterio, Kris Brands, and Bob Laux. IR is a complex area, and the inclusion of IMA as a member of the IIRC will add considerable value to this important discussion. Finally, President and CEO Jeff Thomson once again was named by *Accounting Today* as one of the top 100 influencers in the accounting profession.

Last year we became a member of the International Federation of Accountants (IFAC), and, recently, former IMA Chair Larry White was named to IFAC's Professional Accountants in Business (PAIB) Committee, and former IMA Chair Brian McGuire was appointed to the IAESB (International Accounting Education Standards Board). In addition, the World Congress of Accountants, held every four years, took place in Rome, Italy, last fall. For the first time, IMA had a booth, and it was manned by two staff members who, between them, speak nine languages.

We are indeed expanding as a global organization with a strong and sought-after U.S.-based certification. Indicative of that fact, our CMA is experiencing unprecedented demand. In the September/

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## Perspectives

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October testing window, we administered more than 6,000 exams, which is more than 25% greater than our previous two-month high, and we had almost 900 candidates complete the exam. Just a few years ago, we were averaging 900 completers for an entire year.

Finally, we continue to maintain a strong relationship with ACCA and recently signed a new joint research agreement focused on future-related topics, such as the effects of social, mobile, and cloud computing; cyber security; and improved data flow to drive better decision making. On November 4, 2014, IMA and ACCA also renewed our commitment to a long-term strategic partnership. And IMA had a successful corporate recognition event for CFOs, many of whom were former members who are now interested in reconnecting as a result of IMA's current direction.

Yes, we're making substantial progress as an organization. On several occasions, I've described how building bridges to our future will take our association to new heights. As a member-driven organization reaching out to students, young professionals, academics and universities, researchers, review course providers, governments and their agencies, and other associations, we continue to grow IMA and its influence while improving the lives of our members, the profession, and society.

I welcome your comments at [jvincent@imanet.org](mailto:jvincent@imanet.org). **SF**