



As Time Goes By

BY MARC P. PALKER, CMA

IT'S HARD TO BELIEVE that my term as IMA Chair has drawn to a close. These past 12 months have given me an experience I'll never forget, and I'm grateful to have had the opportunity to serve this association, which has been such an integral part of my professional life.

It's fitting at a time like this to reflect on the past year and recall some of the highlights that I hope have helped move the organization forward in its position as the global leader for management accounting. Here are a few:

(1) Launched a broad advertising and marketing campaign. This year marked the first time in IMA history that we used television to promote our esteemed CMA® (Certified Management Accountant) certification. We ran ads on late-night TV, on the radio, in print, and over social media. The overwhelmingly positive results from this campaign helped establish another strong year for our certification, which is enjoying record numbers of registrations and exam takers worldwide.

(2) Introduced our new CSCA certification. Based on extensive research, we developed and introduced a new professional certification, CSCA™ (Certified in Strategy and Competitive Analysis), as part of an initiative to offer supplemental credentials to fill the need of IMA's certified members for continuous career growth. Currently, the new certification is available exclusively in English and to active CMAs and CFMs (Certified Financial Managers). Registration is now open for the first testing period in September 2017. The CSCA directly supports our mission to help accounting and finance professionals move beyond

recordkeeping and into more strategic roles.

(3) Strengthened our volunteer network. I had the privilege of meeting with volunteer leaders and both current and future IMA members during chapter meetings, CPE events, and speaking venues. I was particularly inspired by the energy and enthusiasm displayed at our Annual Student Leadership Conference in Detroit, Mich., last November, where I got to meet with our profession's future leaders. I continue to be impressed by the commitment of our volunteers, who do so much to help promote the association, our CMA certification, and management accounting around the world.

(4) Reaffirmed our commitment to China.

One of the highlights of the past year was my first-ever trip to China. I very much appreciated the opportunity to meet with our members there (now numbering 28,000 strong), as well as training partners, educational institutions, corporations, and governmental bodies. I'm confident that our extensive inroads into Asia will continue to grow, and I'm happy to have played a role in helping strengthen our work there.

I look forward to seeing many of you at ACE2017 in Denver later this month where we'll gain valuable CPE organized into eight learning tracks linked directly to the CMA body of knowledge.

Now I want to thank the Board of Directors, the IMA staff, and all volunteer leaders for their tireless efforts and assistance during this past year. And I extend my best wishes to Alex Eng, who assumes the Chair role on July 1, for great success in the coming year. You can reach out to me at mpalker@imanet.org. **SF**

«I'll never
FORGET
these past
12 MONTHS.»



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