# BOARDROOM NOTES

The normally quiet world of accounting is being roiled as the rest of the profession awakens to what our founders knew when they established our association (originally the NACA-- National Association of Cost Accountants) almost a century ago—the critical importance of financial professionals who work in business and industry. The February meeting of IMA’s Global Board of Directors focused largely on the challenges that this newfound recognition has engendered, and how to address them.

The proposed merger of two of the world’s largest accounting organizations, now going through the membership approval process, would fundamentally alter the landscape. It would create a new, 600,000-member entity that would dwarf the IMA and other existing accounting associations, purportedly representing the entire profession. While in business bigger is often better due to economies of scale, in the world of professional associations it is highly doubtful that a behemoth organization could adequately represent the myriad interests now being effectively served by individual associations addressing the specific needs of their respective constituencies. Furthermore, its enormous size would dilute the value of membership in the merged entity. The proposal is somewhat contentious, and approval is far from certain; IMA’s response will await results of the ballot.

A potentially greater challenge is the advent of the new certification that seeks to supplant the CMA (Certified Management Accountant) as the acknowledged professional standard for management accountants. As of the end of March, there were 23,848 CMAs, and over 28,000 CMA candidates. An important distinction between the certifications is that every CMA holder had to pass a rigorous examination demonstrating his or her knowledge and proficiency in management accounting. This is not the case for the new certification which, combined with its similar-sounding designation, is creating confusion among employers and the general public. An IMA program to address these issues and reassert the primacy of the CMA is being developed and will be rolled out in the next few months.

Registrations for ACE16, IMA’s Annual Conference and Expo taking place June 18-22 at the Cosmopolitan in Las Vegas, is well underway, with over 700 attendees already registered. If you’ve never attended an annual conference, this is a great opportunity to take part in the best of IMA. This year’s conference will provide over 50 sessions, over 30 hours of CPE, 15 networking events, job opportunities with Amazon and Johnson & Johnson who will be recruiting on-site (by appointment), and much, much more! This year’s keynote speakers include **Emmy Award winner and *New York Times* bestselling author** Leeza Gibbons, **Oakland A’s Executive VP of Baseball Operations and author of** *Moneyball: The Art of Winning an Unfair Game,* Billy Beane, and Kevin Lacz, former Navy SEAL and friend of Chris Kyle of *American Sniper*.Gain knowledge, advance your career, expand your network, and be inspired—join your IMA colleagues at ACE16!

As always, please contact me at FPHomburger@AOL.com with your comments, questions, or suggestions. I look forward to seeing you in Las Vegas!!

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