

*Message from the Chair*



# Our Biggest Challenge |

**BY JOHN B. POLLARA, CMA**

I recently met with our Board of Directors in Dallas, Texas, for two days of Board training, and I am very impressed with the quality of our Board members. These individuals hold important positions in their enterprises. They have the knowledge and skills that will help us accomplish our mission, which is, “To provide a

dynamic forum for management accounting and finance professionals to develop and advance their careers through certification, research and practice development, education, networking, and advocacy of the highest ethical and professional practices.”

During my opening remarks to the Board, I stated that IMA’s biggest challenge is to recruit new members, so I asked each Board member to do me a personal favor and bring in at least one new member. I also asked them to get personal commitments from their chapters and councils to do the same. I was very encouraged by the response to my request. Many said they would bring in more than one member, and some of them already knew whom they were going to ask. Most admitted it wasn’t hard to bring in new members—they had

just gotten out of the habit of asking. Let’s try to break that bad habit.

I would like to ask you to do me that same favor and make a commitment to bring in at least one new member. If you get a new member, you will accomplish two things. First, you will make me look good, and I will be in your debt. More importantly, IMA will prosper as a result of your effort. More members mean more clout and an increase in the level of services you will receive from IMA.

At this point, you might be saying, “That’s all well and good, but what support can IMA give me in my effort to recruit new members?” The answer to that question is a special program called “The Chapter Membership Challenge,” which will take effect September 15 and end on December 15, 2007. By the time you

read this column, IMA will have communicated the details of this program to your chapter. There are substantial rewards and savings attached to this program, so make sure you understand the facts. You will also be able to find the details of this program in the chapter operations section of the IMA website. (Note: Only chapter leaders can access the chapter operations area, so, chapter members, please contact your chapter to find out how you can get involved.)

I also want to tell you about another IMA initiative that goes hand in hand with member recruitment. We recently launched a new committee called the Young Professional Advisory Committee.

All of us know that the future of any enterprise is represented by its youth. Similarly, young members are key to the vitality and future of IMA. According to our membership statistics, members under 30 are the most difficult age group to attract and retain. The Young Professional Advisory Committee was launched to better understand the needs of young professionals. It will look for new ways to foster relationships, promote

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membership, and increase their participation. In the meantime, you can play a role in this effort by encouraging the young professionals you know to join IMA and benefit from all the great programs and services we have to offer.

As always, please let me know if I can help you in any way to accomplish our mutual objectives. Feel free to e-mail me at [jpollara@imanet.org](mailto:jpollara@imanet.org). ■