



CONTACT: Marc Gerrone
IMA
(201) 474-1502
mgerrone@imanet.org

Jessica Figlar
Stern + Associates
(908) 276-4344 x208
jessica@sternassociates.com

FOR IMMEDIATE RELEASE

Finance and Accounting Professionals to Converge in Tampa for IMA's 89th Annual Conference and Exposition

Today's changing business market makes networking, education, and innovation even more imperative

Montvale, N.J., April 02, 2008 – The Institute of Management Accountants (IMA[®]), the world's leading organization representing accounting and finance professionals working inside organizations, is pleased to announce their 89th Annual Conference and Exposition, to take place in Tampa, FL, June 14-18, 2008. The event will offer opportunities for Conference attendees, industry experts, and the media to network and learn best practices through nearly 50 educational sessions.

"IMA's Annual Conference is a one-of-a-kind event for the profession," said Paul A. Sharman, ACMA, President and CEO of IMA. "With the continuation of corporate financial scandals, a looming recession, and an unstable economy, it's more important now than ever for those with accounting responsibility to further their education, network with peers, and hear from established professionals to be successful – all of which are offered at the Conference."

Best Buy Exec to Present, Among other Top Industry Innovators and Regulators

Julie Gilbert, CPA, SVP, Winning with Woman/WOLF, Learning & Innovation, Best Buy, the nation's number one retailer of consumer electronics will present, "Powering Performance at Best Buy: Leadership, Diversity and Innovation." Other high-profile top innovator speakers at IMA's Annual Conference include:

- Robert S. Kaplan, Ph.D., Baker Foundation professor at Harvard Business School;
- Christina Kite, vice president, workplace resources and global risk management, Cisco;
- Carl J. Lukach, vice president, investor relations, DuPont;
- Thomas Sullivan, chief counsel, office of advocacy, U.S. Small Business Administration;
- Conrad Hewitt, chief accountant, U.S. Securities and Exchange Commission;
- David Hirschmann, senior vice president, U.S. Chamber of Commerce;
- Leslie Seidman, CPA, board member, F.A.S.B.

Ethics in Accounting: Top of Mind in Today's Corporate World

Ethics are the root of a company's success, as seen over the years with the demise of corporate powerhouses Enron, WorldCom, and now Bear Stearns. "The recent allegations leveled at KPMG over their handling of New Century Financial highlight the critical need for teaching ethical behavior in our industry," said Mr. Sharman. To that end, IMA's Annual Conference will have a special focus on providing attendees with the opportunity to learn about ethics, the importance of being an ethical employee and how to motivate/retain ethical professionals. Sessions include: "Business Ethics: A Way of Life," "Beyond an Ethics Statement: Developing Values that Enhance Internal Control," and "The Value of Ethics."

-more-

Convergence: The Next Big Challenge in Corporate Financial Reporting

Convergence is an issue that confronts accounting professionals across the board. The goal of convergence is to eliminate the differences in accounting standards from country to country. The aggressive pursuit of convergence by accounting standard-setters in the U.S. and throughout the world is causing significant changes in financial reporting for American companies. At IMA's Conference, attendees will have the opportunity to better understand the changes and challenges that convergence is creating for financial managers in the U.S. and what must be done to meet these challenges.

These topics are just a few of the many opportunities IMA's Annual Conference and Exposition offers members and attendees. Registration information is available online at IMA's conference website at www.imaconference.org.

About IMA

With a worldwide network of nearly 60,000 professionals, IMA is the world's leading organization dedicated to empowering accounting and finance professionals to drive business performance. IMA provides a dynamic forum for professionals to advance their careers through Certified Management Accountant (CMA[®]) certification, research, professional education, networking and advocacy of the highest ethical and professional standards. For more information about IMA, please visit www.imanet.org.

#

Editor's Note: Paul A. Sharman and other IMA representatives will be on hand at the Conference for media interviews.