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## NEWS FOR IMMEDIATE RELEASE

### IMA Conference to Explore Strategic Solutions and Practices for a Changing Business Environment

*IMA's 86<sup>th</sup> annual conference & exposition brings experts in management accounting and financial management together in Boston*

**Montvale, N.J., March 29, 2005** – The Institute of Management Accountants (IMA), the world's leading organization dedicated to empowering management accounting and finance professionals to drive business performance, will host its 86<sup>th</sup> Annual Conference & Exposition June 18 to 22 in Boston.

More than 1,000 of the foremost authorities in management accounting and financial management are expected to gather in Boston to participate in this 70-session training ground that is focused on the specific information, skills, and solutions needed to ensure responsible decision support, planning, and control from within organizations. The conference is designed to provide all professionals in the accounting and finance industries, from new professionals to senior-level executives, with educational and networking opportunities, and the tools necessary to build value into their careers and organizations from the inside. Conference topics include:

- **How Best Practice Organizations Achieve Breakthrough Performance with Strategy Maps and the Balanced Scorecard** – Harvard Business School Marvin Bower Professor of Leadership Development Robert Kaplan, PhD, the founder of the Balanced Scorecard, identifies the principles and specific practices used by leading organizations to implement strategy and achieve performance breakthroughs in five areas: mobilizing executive leadership for change; designing strategy maps that speak in operational terms; aligning business units, shared services, and boards of directors to the strategy; making strategy everyone's job; and making strategy a continual process through integrated communication processes.
- **The Spectrum of Leadership Responsibilities** – David Walker, U.S. comptroller general, Government Accountability Office (GAO), the nation's chief accountability officer and head of the GAO, speaks about the spectrum of leadership responsibilities based on his extensive executive-level experience in both government and private industry.
- **Keep Current on the SEC** – The Securities and Exchange Commission (SEC) has new mandates and responsibilities for protecting investors and maintaining the integrity of capital markets. Donald Nicolaisen, the SEC's chief accountant, will discuss how this will affect businesses and how to learn more about new reporting requirements and current projects and focus areas.

Additionally, the exposition offers management accounting and financial management professionals the opportunity to evaluate the latest products and innovative services available to help drive business performance and add value to organizations. Exhibitors include EDGAR Online, Inc., Microsoft Corporation, Rivet Software, SAS, and webMethods.

"IMA continues to strive to open the minds of corporate America to the importance of the internal business-building role of management accounting and financial management professionals," said Paul Sharman, IMA president and CEO. "Through insightful sessions and knowledge sharing, IMA's conference is a critical forum that provides these professionals with the opportunity to explore the value of building quality financial and governance practices inside their organizations."

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The complete conference agenda is available online at [www.imaconference.org](http://www.imaconference.org).

**About The Institute of Management Accountants (IMA)**

With a worldwide network of nearly 70,000 professionals, IMA is the world's leading organization dedicated to empowering management accounting and finance professionals to drive business performance. IMA provides a dynamic forum for management accounting and financial professionals to develop and advance their careers through certification, research, practice development education, networking, and the advocacy of the highest ethical and professional practices. For more information about IMA, visit [www.imanet.org](http://www.imanet.org).

**Working press with proper credentials will be extended passes for the conference.**

For press registration visit [www.imaconference.org/press.cfm](http://www.imaconference.org/press.cfm) or contact:

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