

Continuing Education

Kristine Mayer Brands, CMA, Editor

INTRODUCING JOHN F. BARRY, IMA'S MANAGING DIRECTOR OF CONTINUING EDUCATION

In May, John F. Barry was appointed IMA's managing director, Continuing Education. For the past 10 years, he was managing director, Finance & Accounting Group, for the Chicago-based Bank Administration Institute (BAI), the banking industry's premier educational association. At BAI, he was responsible for all of the organization's financial and accounting educational programs.

John also has extensive accounting and financial management experience. He began his career in public accounting at Touche Ross. He moved to an industry position working for the Seven UP Company as a tax manager and assistant treasurer. He also served as director of taxes and accounting policy for Mercantile Bank.

Balanced educational portfolio. John believes that it is important to offer a balanced educational portfolio that features in-person regional and national classes as well as IMA's alternative delivery course options. IMA's market research continues to show that in-person programs are very popular because they provide the members the opportunity to interact with facilitators, to discuss issues with their peers, and to network. He believes that the regionally delivered REAP classes (such as

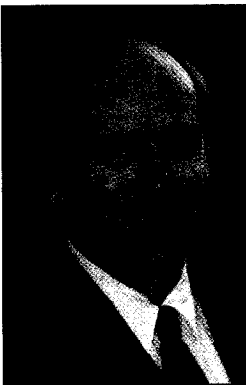
"The Financial Management Course") are strong parts of this portfolio. Also, the highly popular Annual Conference and nationally offered seminars provide the membership with

courses on high-level strategy and exposure to real case experiences from the managers of leading-edge companies.

Alternative delivery course options.

Prior to joining IMA, John spent several years studying the IMA and other accounting organizations such as the American Institute of CPAs, Institute of Internal

Auditors, and Financial Executives Institute in order to benchmark BAI's educational programs. He was impressed with IMA's progress in the area of alternative delivery course options. These courses include the self-study courses, Financial Management Network videos, CD-ROM courses, and reading MANAGEMENT ACCOUNTING for CPE credit. He believes that the alternative delivery method courses are appealing to the membership because they are economical and convenient. He considers the IMA on the leading edge of alternative delivery and is pleased that the first Internet-based financial management classes will be offered this fall. In alternative delivery, the IMA continues to be a front runner, he says.



Focus on finance. The role of the accounting and financial person is changing. The financial person of the '90s is no longer solely the numbers person but is a key member of the management team.

Rick Swanson, IMA's new executive director, has a membership vision of focusing on all financial disciplines under the CFO umbrella. To achieve this goal, John wants to broaden IMA's educational opportunities in financial management. This goal corresponds with the recent addition of the CFM designation by the ICMA. John wants to see the IMA as the first choice for education in industry financial management from entry level to the CFO.

New financial management courses scheduled for introduction this fall are "Strategic Planning: The Role of the Financial Professional" and "Going Public—How to Do an IPO."

Hot topics. Maintaining a national presence by quickly delivering seminars on late-breaking financial and accounting topics is also one of John's goals. The first of these courses is "FASB 133—Accounting for Derivatives and Similar Financial Instruments and for Hedging Activities." This course provides the basics of this new accounting standard and techniques on how to implement it. It is currently scheduled for September, October, and December and also will be offered in Spring 1999.

John hit the ground running when he joined the IMA. His commitment to educational excellence and his understanding of the educational needs of our members will meet the challenge of educating financial professionals in the new millennium.

For more information about any of the courses described in this article, visit the IMA Web site at www.imanet.org, or call Lorin Woolfe, 1-800-638-4427, ext. 302, or e-mail at lwoolfe@imanet.org.

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