



FOR IMMEDIATE RELEASE

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**Under New List Management: The Institute of Management Accountants**

**(Warrenton, VA, October 20, 2009)** – INFOCUS is pleased to announce that the **Institute of Management Accountants** has joined our growing clientele of Trade Association and Professional Organizations who have chosen us to manage their member lists.

➤ 51,085 Active Members \$155/M

IMA® is the association dedicated to empowering accountants and financial professionals in business to become “trusted business advisors” by playing an active role in their organization’s business success. IMA provides a dynamic forum for professionals to advance their careers through certification (CMA®), professional education, networking, and advocacy of the highest ethical and professional standards.

These professionals are involved in designing, evaluating, and monitoring internal processes, planning, budgeting, and forecasting, decision support, and analyzing, synthesizing, and aggregating information—to help drive business success.

IMA members are predominantly accountants, corporate and divisional controllers, CPAs, treasurers, and mid to upper management executives in managerial finance and accounting. Approximately one third of IMA members are Certified Management Accountants (CMA®).

As key decision-makers within their organizations, they need a wide array of financial- and business-related products and services.

View the complete IMA datacard online at [www.InfocusLists.com/Datacard/IMA](http://www.InfocusLists.com/Datacard/IMA)

For additional information from INFOCUS about the IMA list and our complete suite of services for effective Direct Marketing campaigns, contact Jeannine Gibson at 1-800-708-LIST (5478), ext. 3243, or [jgibson@infocuslists.com](mailto:jgibson@infocuslists.com).

**About INFOCUS:**

INFOCUS is the premier provider of list management services serving over 150 professional and trade associations and publishers. As a result of its continued success and commitment to providing only the highest quality lists, Direct Marketing Executives spanning every interest from small to large companies, associations and non-profits regard INFOCUS as the preferred resource to acquire the best and most responsive lists for their marketing campaigns, along with optimizing their own list rental sales.

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