

A finely tuned focus:

Brand vision cements goal of advancing the state of business



OSCPA staff report

We're living in a world where mobile phone apps have radically changed the business models in the sectors of transportation, lodging, broadcast media and more.

It's the age of disruption, says The Ohio Society of CPAs CEO & President Scott Wiley, CAE, and in addition to seeing their business change, CPAs have the chance to be a driving force.

"In today's world, disruption is the new reality," Wiley said. "The Ohio Society of CPAs is a community of diverse peers for 85,000 CPAs and accounting professionals in Ohio. We're providing solutions that support CPAs in advancing the state of Ohio business."

The Ohio Society of CPAs is launching a new mission and brand to reflect the opportunities of a new business world.

How we got here

Starting in 2014, OSCPA launched a research project to understand where our strengths lie and how we can better position the Society to support members in the future. Because the business environment is so complex, we wanted to make sure we fully understood the day-to-day challenges CPAs face so we could build more relevant solutions that evolve as the world is changing.

The work started with in-depth research by an independent consultant paired with one-on-one conversations with members, former members, and those who were never members.

goals

strategy

Members said:

- "We drive business. Thus we drive Ohio."
- "We need to be the organization for all accountants, not just Ohio accountants."
- "Boldly driving sustainable growth that enhances the credential, the holder of the credential, and the employer."
- "It's not just about accounting, it's about making my people better business people."

They also told us that though 85% are satisfied with how OSCPA supports them today, most don't turn to OSCPA for help in solving their professional challenges.

"We recognize that as a huge area of opportunity for OSCPA," Wiley said, "especially for CPAs leading larger teams at the firm and corporate level."

Wiley noted that employers in particular are challenged today with finding and keeping the best talent, and developing

them in an era of changing demographics and employee expectations for how organizations are helping to develop rewarding careers.

Other pain points for CPAs include increasing regulatory oversight and how to efficiently operate and grow a business in today's disruptive marketplace.

A new direction:

A mission and vision are fundamental to any organization – the litmus test for deciding what initiatives it will tackle and the programs and services it will offer and to whom. At the core, for OSCPA it's what members say it should be, and their voice became clear through our research—OSCPA needs to focus on serving CPAs, and helping them succeed as strategic advisors who are advancing business in all sectors.

Our mission:

"To empower CPAs and related professionals to drive value as trusted business advisors by fostering professional excellence and integrity, building community and advocating for members and those they serve."

Our vision:

"The Ohio Society of CPAs is the leading partner and influential voice for a thriving business environment."

These represent why OSCPA exists. We work through the accounting profession to advance the state of business so Ohio can enjoy a healthy and sustainable economic environment. We are a hub of business knowledge, education, advocacy and community for our members and their colleagues, ultimately working with over 100,000 individuals in boardrooms, leadership, policy venues and academia.

What They're Saying

OSCPA recently asked a few members and staff what OSCPAs new envisioned future means to them personally. Here is what they told us:

"The new logo, brand and tagline are especially exciting for several reasons. First, we pride ourselves as being leaders in the state society realm, recognized not only for our work in Ohio but for our efforts towards the betterment and support of the CPA designation regardless of geography. Second, we commit significant time and effort, resulting in proven and important results, to advocacy for both the profession and for the success of business in the state of Ohio. Therefore, we should be symbolizing these traits via our brand, image, logo and tagline, and personally I think this was accomplished magnificently. We are proud of Scott and his team for their successful repositioning of the Society, maintaining its relevance and importance as well as its appeal to both current and prospective members. We are fortunate to be affiliated with a brand so committed to advancing the state of business." – **Bill Chorba, CPA, CGMA, 2016-2017 OSCPAs Executive Board Chair**

"The Ohio Society of CPAs is a powerful partner to Ohio because it serves as a vehicle of communication and insight into issues facing businesses." – **Ohio Lt. Gov. Mary Taylor, CPA**

"At Kaiser Consulting, our alternative approach to project arrangements meets a unique need for companies of all sizes and types in Ohio. We're proud to drive business forward in our state." – **Lori Kaiser, CPA**

"As a CPA, I'm a strategic partner and business advisor to my company. I develop solutions that drive multi-billion dollar investment initiatives." – **Chris Igodan, CPA**

"As a CPA – Certified Public Accountant – I believe I have a responsibility to protect the public through sound financial practices, accurate reporting and compliance with the tax laws. But most importantly, through proper business advice so clients that I'm engaged with are making sound business decisions." – **Mark Van Benschoten, CPA**

"I'm proud to represent OSCPAs when meeting with state and federal elected officials, regulators and other groups. CPAs already are among the most respected professionals out there, but when I can highlight the numerous ways our members advance business in Ohio, it makes my job that much easier." – **Barbara Benton, CAE, OSCPAs vice president of governmental affairs**

"As an educator, I'm responsible for guiding the next generation of CPAs. I'm proud to build the pipeline of future business drivers in our state." – **Sandra Richtermeyer, CPA**

We have the gravitas of more than 100 years and 22,000 members. We are driven by our values in professionalism, excellence, effectiveness and diversity.

The result is an active, well-respected organization investing in innovative learning, energetic events and vigorous regulatory relationships.

"OSCPAs is a catalyst for leading advocacy initiatives that strengthen Ohio's business climate and make it easier for CPAs to do what they do best – build solutions that put Ohio companies on the map," Wiley said.

We also introduced a new logo to communicate our bold new direction for the profession:



"We believe a diverse and inclusive accounting profession is not an option, but a requirement," Wiley said. "Today's business realities demand it. That's why we're attracting top young talent to become the business drivers of Ohio's future."

Finally, we are reimagining the magazine you are now holding through the lens of OSCPAs new brand. In the new *CPA Voice*, you can look forward to articles on the latest trends, opinion pieces, advocacy updates, professional advice and more. In addition to learning new information, you'll get the perspectives being discussed by your peers.

Its new, open design reflects our changing membership and allows us to tailor our story design and content to you. *CPA Voice*, is not only a reflection of our current membership, but also what we aspire our organization's future to be.

How our members are advancing the state of business

The Ohio Society of CPAs is proud to partner with our members to spotlight how together, we are **advancing business across Ohio**. Congratulations to the winners of our Facebook contest – the winning entries from **BCG & Company, Clark Schaefer Hackett, Nationwide Insurance and Rea & Associates** best highlight how CPAs and their organizations are moving business forward in Ohio.

We'd love to hear your story. Use the hashtag #CPAsdrivebiz and tell us how you're advancing the state of business.



BCG & Company Positioned for future growth

BCG & Company is committed to growing in Akron, the firm's hometown for over 30 years. BCG started with seven employees, but now employs over 100 in three separate buildings. On April 20, the company broke ground on a new office that will expand the firm's Akron presence and create jobs. In addition, on June 1, BCG will merge with Sikich LLP, a leading accounting, advisory, investment banking, wealth management, technology and managed services firm based in Naperville, Illinois. The move will allow BCG to expand its client services while maintaining an important presence in Akron as a local, successful business.



Clark Schaefer Hackett Winning the talent management war

Recently featured on the cover of Accounting Today, the firm profile highlighted CSH's efforts to attract and retain the best employees through the implementation of coaching, mentoring, career progression and robust onboarding. According to the article, CSH's "internal structures and processes... are a model for firms looking to boost recruiting and retention."



Nationwide Insurance Assisting communities in need

"In 2011, I was leading Nationwide's southeast region when a tornado of historic proportions hit Tuscaloosa, Alabama. I was on the ground within 24 hours, touring with agents and working with the American Red Cross. While inspecting the storm's damage, a colleague and I went to a Nationwide-insured home. By the time we arrived the house itself was all but gone. In the midst of utter wreckage, the homeowner walked over to us – full of joy. He said he and his wife were in the house when the storm hit and they hid under a stairwell, wrapped themselves in a blanket and prayed. He said he had lost all of his tangible possessions, but God had kept them safe. Now they could rebuild. At Nationwide, we help people rebuild their lives after tragic events – to the degree that money and caring can." Terrance Williams, Executive Vice President and Chief Marketing Officer

Rea & Associates Committed to giving back

Scott Moyer, CPA, delivers a food donation to the Eastside Community Ministry Food Pantry in Zanesville.

At Rea & Associates, community service is a core value. In 2015, the firm's team volunteered more than 6,000 hours to nearly 200 different nonprofit organizations and, with the help of the Rea Foundation, donated thousands of dollars (and food) to assist community organizations that work hard to make a difference.

