



## LETTER FROM THE PRESIDENT AND CEO



Scott D. Wiley, CAE  
President and CEO

Our goal at The Ohio Society of CPAs is to be a leading partner to CPAs and their teams, helping to drive their organizations and careers forward. In fiscal 2015-2016, we advanced a number of initiatives that will create more value for you in a dynamically evolving business environment.

Extensive member research on perceptions of the Society's brand and services provided keen insight into how well we are serving CPAs and their teams today. More important, we know where there are bigger opportunities to make an impact in the future. Those areas include helping CPAs recruit and develop top talent, keeping a strong advocacy focus on laws and regulations that drive up the cost of business, and helping CPAs perform at a higher level amid rampant M&A activity and global business development.

## IMPROVING OHIO'S BUSINESS CLIMATE

Our influence at the state and federal level yielded big wins for the accounting profession and business community. For the second time, the Society led efforts to defeat a proposal to tax professional services in Ohio. Our CPA-led efforts convinced legislators the proposal would unduly burden businesses and worked against the goal of achieving a fair and equitable tax structure. We will continue to monitor further attempts to expand the sales tax.

Comprehensive municipal income tax reforms took effect in January, one year after the OSCPA-led House Bill 5 was signed into law. It creates greater uniformity in municipal income tax administration across the state. The Society is educating members as changes are phased in and already has suggested additional fixes to further simplify Ohio's unique local tax system.

Last year, The Ohio Society of CPAs formed the Ohio Tax Reform Task Force to offer guidance to Ohio's 2020 Tax Policy Study Commission. This group of legislators is evaluating Ohio's complete tax structure to make our state more competitive with its neighbors. OSCPA's task force studied every facet of Ohio tax and in June, issued a comprehensive report of recommendations to the study commission. We will continue to educate state leaders about the impact of any tax changes as they strive to make Ohio a magnet for business growth. This is just one example of how our history of partnering with government leaders is an important benefit to members and the businesses you lead and advise.

### 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.*

### VISION

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

THE  
POWER  
OF (A)<sup>★</sup>  
STRONGER BY ASSOCIATION

# 2015

POWER OF 'A' AWARD  
MUNICIPAL INCOME TAX REFORM

**83%** OF MEMBERS SAY  
**OSCPA** IS AN  
EFFECTIVE ADVOCATE FOR CPAs

## ADVANCING THE CPA PROFESSION

We maintained a strong commitment to advancing the CPA profession and ensuring the voice of Ohio CPAs is represented when national issues are being discussed. OSCPA strategically positioned Ohio CPAs on national Peer Review task forces which are considering changes to the program's structure. Ohio's goal is ensuring peer review supports CPAs in performing superior audit and attestation work yet is not overly burdensome or expensive.

OSCPA also understands that CPAs and their teams need more adaptable learning models. OSCPA provided feedback on the exposure draft for a revised CPA exam, agreeing with a new approach designed to ensure newly-licensed CPAs are adequately equipped with the knowledge and skills needed in today's technology-based business world. OSCPA supports the use of learning simulations which will test for higher order skills such as applying professional judgment and challenging assumptions in decision making. However, the Society also commented that the new test did not focus enough on skills currently in demand, such as data analytics, while potentially being over weighted towards competencies like IT internal controls. The new exam takes effect in 2017.

## LEARNING THAT DRIVES RESULTS

Elevating CPA continuing education from a compliance-based approach to one of continuous learning was a top priority. OSCPA led a coalition of state CPA associations that responded to proposed changes in the NASBA/AICPA Statements on Standards for CPE Programs. The group advocated for rules that are less complex and more flexible than those being proposed, and told NASBA/AICPA that the standards should be rebuilt from scratch to embrace today's best practices in learning. We need to transform CPA learning to a model which aligns learning with needs in the marketplace. This included challenging a rule only allowing nano-learning to be delivered in 10-minute programs with credit earned beginning at .5 hours rather than accrued in increments starting at .2 hours. OSCPA's success in making Ohio the first state to approve continuing education credit for nano learning earned us awards from *Association Trends* magazine and the American Society of Association Executives. The coalition continues to pressure the NASBA/AICPA working group to modernize the standards.

This year, OSCPA rolled out expanded talent management services, introducing programs to help CPAs and their teams perform at higher levels. To address the current talent gap, OSCPA launched a new online Career Center. The robust forum provides resources for various stages in the CPA career cycle, from students to experienced professionals. Employers now have increased search options including a valuable screening questionnaire that helps them zero in on the best candidates.

We've spent considerable time talking with CPAs this past year about their human capital challenges. One common theme emerged—the need to align learning with a firm or company's strategic business goals. As a result, we have developed more custom learning programs helping CPAs and accounting professionals unlock

SINCE 2013...

**5.3M**  
MINUTES OF  
LEARNING EXPERIENCES

**10,851**  
LEARNERS SERVED



▶ **SIMPLICITY, FLEXIBILITY  
NEEDED IN CPE REGULATIONS**

**THE POWER OF (A)★**  
STRONGER BY ASSOCIATION  
**2016**  
POWER OF 'A' WINNER  
FIRST STATE TO APPROVE  
NANO-LEARNING

**accountingTODAY**

TOP 10 STORY OF 2015

greater management and performance potential to drive their organization's success. In fiscal 2016-2017, we will introduce more talent management services including learning and salary benchmarking initiatives to help members identify their greatest human capital opportunities.

## MAKING ACCOUNTING A TOP-TIER CAREER

Driving more focused and effective teams is contingent on having the right talent in place and the Society is committed to driving more candidates to the CPA and accounting career pipeline.

Thanks to the efforts of The Ohio CPA Foundation, we've doubled the number of High School Accounting Career Days across Ohio to reach more students earlier in the career exploration process. We're sharing real stories of CPAs who are driving business and building cool careers, and demonstrating the ROI of majoring in accounting. We've also expanded diversity and inclusion programs, putting dedicated resources behind initiatives that encourage high-performing minority students to consider an accounting career.

In March, the Society relocated its offices to the popular Easton area of Columbus, adopting an open office design for greater team collaboration. We realized a gain through the sale of the Dublin, Ohio, building and over a 10-year period, the new leased space will reduce total operating costs.

All of these changes are helping CPAs understand the value of affiliation with OSCP. Membership grew by 9% in Fiscal 2015-2016, including more than 2,400 new student members. We've doubled the number of local networking events for members, creating more opportunities for CPAs to build relationships with peers, and introduced a new members-only *Advance Issues Forum* to keep members informed of trends in areas like workplace culture and talent management.

## CREATING MORE VALUE FOR TOMORROW'S CPAs

We capped off an exciting year with the launch of The Ohio Society's new mission, vision and logo. This unveiling was the result of two years of member research and board planning to position OSCP to better meet the needs of tomorrow's business leaders. The new brand is more than just a look; it's a commitment to be your most valuable partner. It's a promise to protect and promote the CPA credential, and leverage our strongest relationships to help Ohio's most trusted financial advisors expand their influence and drive sustainable growth. We look forward to working with you to leverage these opportunities in the year to come.



**100%**  
INCREASE IN STUDENT MEMBERS  
GROWING THE PIPELINE



**2016**  
CORPORATE DIVERSITY  
CHAMPION: ACAP-OHIO



 **OSCP ADVANCING THE STATE OF BUSINESS**

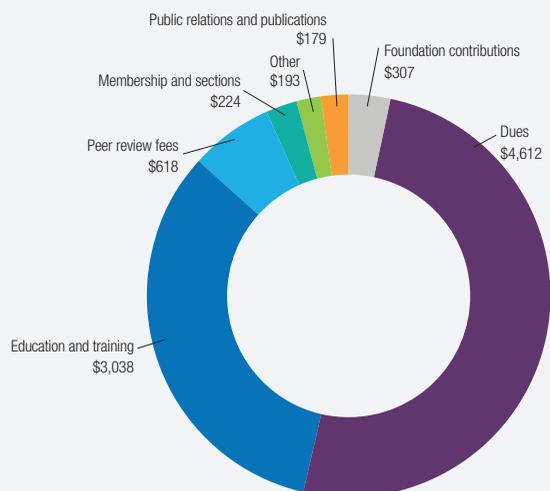
## THE OHIO SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS CONSOLIDATED STATEMENT OF FINANCIAL POSITION

April 30, 2016 - (With Comparative Totals at April 30, 2015)

	2016	2015
<b>ASSETS</b>		
Cash and cash equivalents	\$ 3,102,000	\$ 645,000
Accounts receivable, net	45,000	35,000
Pledges receivable, net	138,000	63,000
Prepaid expenses and deposits	358,000	261,000
Investments	7,039,000	7,268,000
Property, net	1,108,000	966,000
<b>TOTAL ASSETS</b>	<b>\$ 11,790,000</b>	<b>\$ 9,238,000</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable and accrued liabilities	1,227,000	738,000
Accrued pension	688,000	547,000
Deferred revenue	2,905,000	785,000
Mortgage payable	-	680,000
<b>Total liabilities</b>	<b>4,820,000</b>	<b>2,750,000</b>
<b>NET ASSETS</b>		
Unrestricted	\$ 4,010,000	\$ 3,506,000
Temporarily restricted	556,000	417,000
Permanently restricted	2,404,000	2,565,000
<b>Total net assets</b>	<b>6,970,000</b>	<b>6,488,000</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 11,790,000</b>	<b>\$ 9,238,000</b>

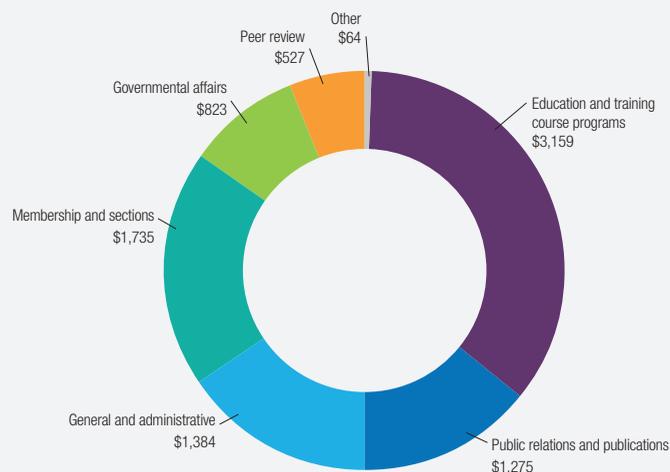
### 2015-2016 TOTAL OPERATING REVENUE

\$9,042 (in thousands)



### 2015-2016 TOTAL OPERATING EXPENSES

\$8,967 (in thousands)



## THE OHIO SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS CONSOLIDATED STATEMENT OF ACTIVITIES

Year Ended April 30, 2016

(With Comparative Totals for April 30, 2015)

	Unrestricted	Temporarily Restricted	Permanently Restricted	2016 Total	2015 Total
<b>REVENUE</b>					
Dues	\$ 4,612,000	\$ -	\$ -	\$ 4,612,000	\$ 4,863,000
Education and training course fees	3,038,000	-	-	3,038,000	3,017,000
Peer review fees	618,000	-	-	618,000	694,000
Investment loss, net	(129,000)	-	-	(129,000)	240,000
Membership and sections	224,000	-	-	224,000	235,000
Other	193,000	-	-	193,000	307,000
Public relations and publications	179,000	-	-	179,000	201,000
Foundation contributions	90,000	217,000	-	307,000	234,000
Released from restrictions - scholarships	-	38,000	(38,000)	-	-
Released from restrictions - net assets	166,000	(166,000)	-	-	-
Total revenue	8,991,000	89,000	(38,000)	9,042,000	9,791,000
<b>EXPENSES</b>					
Education and training course programs	3,159,000	-	-	3,159,000	3,552,000
Public relations and publications	1,275,000	-	-	1,275,000	1,166,000
General and administrative	1,243,000	-	-	1,243,000	1,246,000
Membership and sections	1,735,000	-	-	1,735,000	1,633,000
Governmental affairs	823,000	-	-	823,000	780,000
Peer review	527,000	-	-	527,000	558,000
Pension	141,000	-	-	141,000	613,000
Interest	3,000	-	-	3,000	34,000
Foundation scholarships	61,000	-	-	61,000	61,000
Total expenses	8,967,000	-	-	8,967,000	9,643,000
Increase (decrease) from operating activity before non-operating activity	24,000	89,000	(38,000)	75,000	148,000
<b>NON-OPERATING ACTIVITY</b>					
Gain on sale of property and equipment	620,000	-	-	620,000	-
Relocation costs	(140,000)	-	-	(140,000)	-
Contributions	-	-	1,000	1,000	21,000
Investment (loss) income, net	-	(9,000)	(65,000)	(74,000)	172,000
Released from restrictions - Centennial Campaign	-	59,000	(59,000)	-	-
Increase (decrease) from non-operating activity	480,000	50,000	(123,000)	407,000	193,000
<b>CHANGE IN NET ASSETS</b>	504,000	139,000	(161,000)	482,000	341,000
<b>NET ASSETS - BEGINNING OF YEAR</b>	3,506,000	417,000	2,565,000	6,488,000	6,147,000
<b>NET ASSETS - END OF YEAR</b>	\$ 4,010,000	\$ 556,000	\$ 2,404,000	\$ 6,970,000	\$ 6,488,000

The accompanying condensed financial statements are derived from the Society's audited financial statements, which received an unqualified opinion from Maloney + Novotny LLC. A complete copy of these financial statements is available by contacting [CPAnswers](mailto:CPAnswers@ohiocpa.com) at 888.959.1212, or by email at [cpanswers@ohiocpa.com](mailto:cpanswers@ohiocpa.com).

## THE OHIO SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS 2016-2017 OPERATING BUDGET

Year Ending April 30, 2017 (in thousands)

### REVENUE

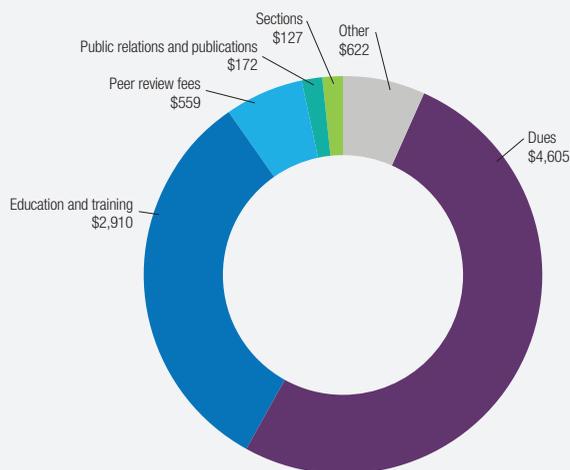
Dues	\$4,605
Education and training course fees	\$2,910
Peer review fees	\$559
Sections	\$127
Public relations and publications	\$172
Other	\$622
<b>Total revenue</b>	<b>\$8,995</b>

### EXPENSES

Education and training course programs	\$3,253
Membership	\$1,467
Public relations and publications	\$1,405
General and administrative	\$1,425
Governmental affairs	\$848
Peer review	\$591
<b>Total expenses</b>	<b>\$8,989</b>
<b>Increase in net assets</b>	<b>\$6</b>

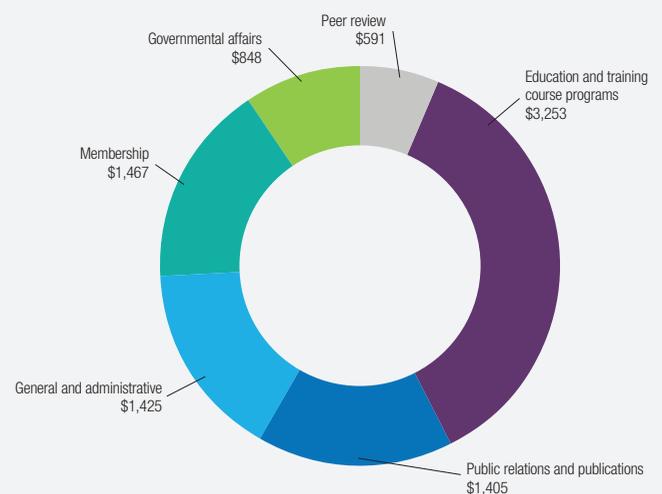
### 2016-2017 OPERATING REVENUE

\$8,995 (in thousands)



### 2016-2017 OPERATING EXPENSES

\$8,989 (in thousands)





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