



14%
net membership
growth



25,000
members



11%
investment return

Annual Report

2016 - 2017

LETTER FROM THE PRESIDENT AND CEO



Scott D. Wiley, CAE
President and CEO

The past year has been a journey to transform the Society’s business model. Our goal? Be more market-driven and align our programs and services with the demands of an evolving CPA profession and business environment.

Research done prior to Fiscal 2016 - 2017 identified areas of opportunity for the Society to be a key solutions partner for the profession, and led to a refocused mission and vision that better supports CPAs’ evolving role as trusted advisors.

Our emerging direction is founded on a simple principle—we are committed to helping you grow your business and your people. As a result, we are focusing our priorities in several key areas:

OUR BUSINESS TRANSFORMATION

We’ve spent time reinventing core services, especially in the learning arena, so that the solutions we provide contribute to greater CPA success. That includes developing more custom learning programs for teams of CPAs that help them meet your organization’s specific business goals.

We also partnered with human resource experts to conduct a national study of learning perceptions, helping us better understand the link between learning practices and business outcomes, and led a coalition of 17 state CPA societies in addressing concerns about proposed AICPA/NASBA CPE standards. We believe those new standards are still overly focused on the compliance aspect of CPE and tomorrow’s learning models should help CPAs acquire knowledge and skills as quickly as our business environment evolves.

The Ohio Society will continue to leverage opportunities to move learning discussions in a direction that helps the profession recruit and retain a NextGen workforce.

ENSURING THE FUTURE OF ACCOUNTING

With accountants and auditors among the top 10 most in-demand positions in Ohio, we recognize the huge opportunity to help expand Ohio’s CPA talent pool. Last year, a working group of Society volunteers gathered to develop a five-point plan for growing the CPA pipeline. A key priority in FY 2017 was casting a wider net in our career awareness initiatives. That included doubling efforts at the high school level to connect with more students and parents and telling a different story about the ROI of becoming a CPA today.

We held High School Accounting Career Days throughout Ohio, and launched a High School membership to create an ongoing connection between OSCPAs and students with an interest in accounting. We supplemented that with new social media campaigns highlighting lucrative CPA roles to drive public awareness for CPA careers. Finally, we worked closely with Student Ambassadors—senior accounting majors on 18 university campuses—to plan college-level events that connected undeclared students with CPAs in a variety of roles.

Simultaneously, we’ve expanded our efforts to reach underrepresented students and encourage them to explore accounting. Through the support of The Ohio CPA Foundation and the commitment of many member firms and companies in Ohio, we hired a Diversity & Inclusion Manager who will take our diversity student programming to a higher level. Combined, these efforts grew student membership by 71% in FY 2017, creating new opportunities for students to connect with mentors and CPAs in the accounting profession.

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.



OSCPA helped advance conversations about the direction CPA learning should take.



Social media campaigns highlighting CPA career paths and salary growth opportunities are attracting more students to the profession.

An active onboarding program for students and other new members, where we communicated the value of benefits such as a new, online Career Center, and a full schedule of statewide networking events, helped the Society achieve 14% membership growth this past year. We surpassed 25,000 members for the first time, making OSCPAs the fourth largest state CPA association in the country.

We also moved the conversation on diversity and inclusion to a higher level, forming a task force of CPA leaders, talent managers and diversity professionals from Ohio businesses to develop a comprehensive strategy for OSCPAs. The goal is to make the association a model for inclusiveness. We will become a community for sharing diversity and inclusion resources and promoting employer champions. The plan will extend to an ongoing program of initiatives that will kick off in fiscal 2018.

ADVANCING A PREMIER BUSINESS CLIMATE

Advocacy remains a top focus area for your Society. Our leadership in this area helps create a better legal and regulatory climate for CPAs and businesses across our state.

We maintained an active pace in responding to comment letters on various proposed standards in fiscal 2017. OSCPAs's recommendations are respected by regulators, and help drive positive outcomes that advance the standards governing accounting and auditing best practices in the U.S.

Our most important advocacy work this past year was helping to shape the tax provisions in Ohio's biennial budget. In 2016, Ohio CPAs recommended a series of changes to legislators that would simplify Ohio's tax structure. Amended Sub. House Bill 49 passed in late June with a number of OSCPAs-backed reforms that will help spur business growth and improve our state's tax and business climate. Chief among these was the centralized collection and administration of net profits taxes through the Ohio Business Gateway, reducing the number of Ohio income tax brackets and defeat of a proposed sales tax rate increase and base expansion to other services.

OSCPAs also supported efforts to pay off Ohio's unemployment compensation debt early, saving businesses millions of dollars in penalties, and worked with AICPA and other organizations to encourage federal courts to halt implementation of harmful overtime rule changes.

Our teams also worked to shape Federal tax reform. The Federal Tax Committee made several visits to Washington, D.C. to meet with Ways and Means Committee staff. Three of the group's recommendations were signed into law, providing relief on tax filing burdens and identity theft protection.

These wins represent strong grassroots advocacy by our Government Relations team and committed CPAs who have testified for a more competitive tax climate, and built relationships with state and federal leaders to gain support for long overdue reforms.

In the year ahead, we will continue to monitor key issues and business trends, and will be focusing on one-to-one member outreach to be sure we are keeping our eye on the real challenges you face in an evolving marketplace.



Scott D. Wiley, CAE
President and CEO



OSCPAs's Federal Tax Committee worked with Ways and Means committee members on key reforms.



CPAs in Ohio were instrumental in facilitating key tax reforms in Ohio's biennial budget.

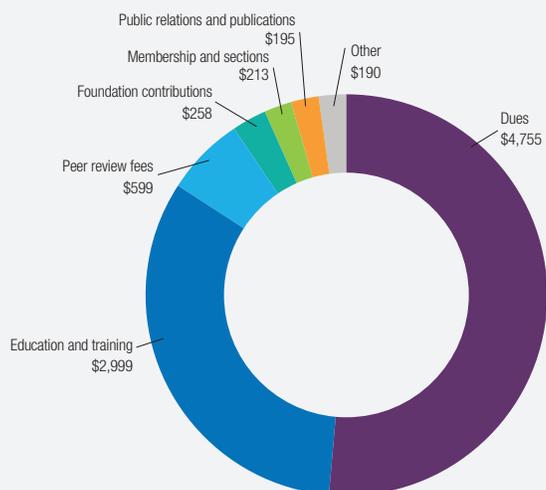
THE OHIO SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS CONSOLIDATED STATEMENT OF FINANCIAL POSITION

April 30, 2017 - (With Comparative Totals at April 30, 2016)

	2017	2016
ASSETS		
Cash and cash equivalents	\$ 2,842,000	\$ 3,102,000
Accounts receivable, net	99,000	45,000
Pledges receivable, net	129,000	138,000
Prepaid expenses and deposits	324,000	358,000
Investments	7,837,000	7,039,000
Property, net	905,000	1,108,000
TOTAL ASSETS	\$ 12,136,000	\$ 11,790,000
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued liabilities	\$ 971,000	\$ 1,242,000
Accrued pension	617,000	673,000
Deferred revenue	2,933,000	2,905,000
Total liabilities	4,521,000	4,820,000
NET ASSETS		
Unrestricted	4,431,000	4,010,000
Temporarily restricted	623,000	556,000
Permanently restricted	2,561,000	2,404,000
Total net assets	7,615,000	6,970,000
TOTAL LIABILITIES AND NET ASSETS	\$ 12,136,000	\$ 11,790,000

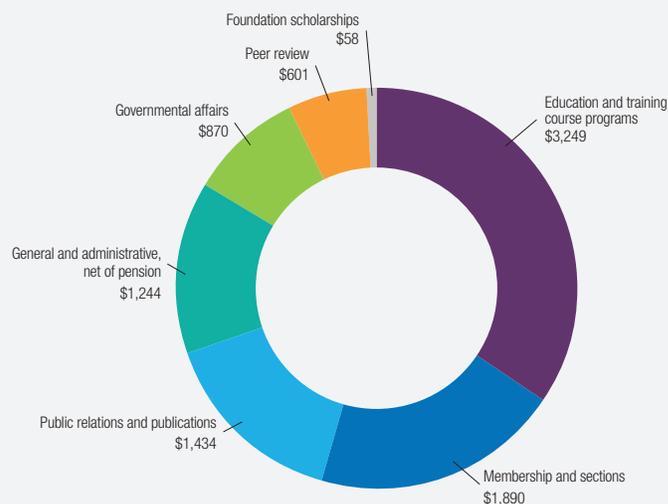
2016-2017 TOTAL OPERATING REVENUE

\$9,680 (in thousands)



2016-2017 TOTAL OPERATING EXPENSES

\$9,346 (in thousands)



THE OHIO SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS CONSOLIDATED STATEMENT OF ACTIVITIES

Year Ended April 30, 2017

(With Comparative Totals for April 30, 2016)

	Unrestricted	Temporarily Restricted	Permanently Restricted	2017 Total	2016 Total
REVENUE					
Dues	\$ 4,755,000	\$ -	\$ -	\$ 4,755,000	\$ 4,612,000
Education and training course fees	2,999,000	-	-	2,999,000	3,038,000
Peer review fees	599,000	-	-	599,000	618,000
Investment income (loss), net	471,000	-	-	471,000	(129,000)
Foundation contributions	113,000	145,000	-	258,000	307,000
Membership and sections	213,000	-	-	213,000	224,000
Public relations and publications	195,000	-	-	195,000	179,000
Other	190,000	-	-	190,000	193,000
Released from restrictions - scholarships	-	39,000	(39,000)	-	-
Released from restrictions - net assets	232,000	(232,000)	-	-	-
Total revenue	9,767,000	(48,000)	(39,000)	9,680,000	9,042,000
EXPENSES					
Education and training course programs	3,249,000	-	-	3,249,000	3,159,000
Membership and sections	1,890,000	-	-	1,890,000	1,735,000
Public relations and publications	1,434,000	-	-	1,434,000	1,275,000
General and administrative	1,319,000	-	-	1,319,000	1,243,000
Governmental affairs	870,000	-	-	870,000	823,000
Peer review	601,000	-	-	601,000	527,000
Foundation scholarships	58,000	-	-	58,000	61,000
Interest	-	-	-	-	3,000
Pension	(75,000)	-	-	(75,000)	141,000
Total expenses	9,346,000	-	-	9,346,000	8,967,000
Increase (decrease) from operating activity before non-operating activity	421,000	(48,000)	(39,000)	334,000	75,000
NON-OPERATING ACTIVITY					
Gain on sale of property and equipment	-	-	-	-	620,000
Relocation costs	-	-	-	-	(140,000)
Contributions	-	-	2,000	2,000	1,000
Investment income (loss), net	-	54,000	255,000	309,000	(74,000)
Released from restrictions - Centennial Campaign	-	61,000	(61,000)	-	-
Increase from non-operating activity	-	115,000	196,000	311,000	407,000
CHANGE IN NET ASSETS	421,000	67,000	157,000	645,000	482,000
NET ASSETS - BEGINNING OF YEAR	4,010,000	556,000	2,404,000	6,970,000	6,488,000
NET ASSETS - END OF YEAR	\$ 4,431,000	\$ 623,000	\$ 2,561,000	\$ 7,615,000	\$ 6,970,000

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.



4249 Easton Way, Suite 150 Columbus, Ohio 43219
Toll free: 800.686.2727 Fax: 614.764.5880 www.ohiocpa.com