






Illinois CPA Society Chicago South Chapter Survey

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Survey Results





1. How long have you been a CPA?

Less than 2 years		2	1%
Less than 5 years		10	7%
Less than 10 years		21	14%
Less than 20 years		24	16%
Over 20 years		91	61%
Total		148	100%

2. As a CPA, are you?

Licensed		84	57%
Registered		47	32%
Retired		5	3%
None of the above		12	8%
Total		148	100%

3. During the last 3 years – Average annual chapters meetings you attended?




None		78	53%
1		23	16%
2-4		26	18%
5 or more		21	14%
Total		148	100%

4. Is the networking hour valuable to you at monthly chapter meetings?



Yes		63	55%
No		51	45%
Total		114	100%

5. Who would you like to network with at chapter meetings?









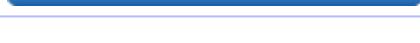




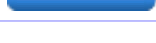






I don't want to network at chapter meetings		27	19%
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Other CPAs		49	35%
Other business professionals		61	44%
Politicians		2	1%
Educators		1	1%
Total		140	100%

6. When would you prefer the Chapter Networking/Social Hour to be?







Before dinner (Currently 6PM-7PM)		100	79%
After dinner (9PM-10PM)		27	21%
Total		127	100%

7. What CPE topics are you interested in? Check all that apply.









NOT interested in CPE		7	5%
Accounting and Audit		90	62%
Budget and Forecasting		52	36%
Career Advancement		33	23%
Disaster Recovery		22	15%
Economic Matters		48	33%
Employment Issues		42	29%
Ethics		63	43%
Federal Tax Update		91	62%
Financial Services (Investments and Securities)		27	18%
Fraud		55	38%
GASB Pronouncements		17	12%
Insurance		25	17%
Leadership		29	20%
Local business-related topics		35	24%
Not for Profit Programs		45	31%
Personal Development		43	29%
Practice Management		28	19%
SOX Related Issues		28	19%
State Tax Update		58	40%

Technology		59	40%
Yellow Book		10	7%

8. How would you classify your area of employment?

Corporate		45	31%
Government		5	3%
Accounting or Tax or Financial Firm – Yours		38	26%
Accounting or Tax or Financial Firm – as an employee		25	17%
Non-Profit		7	5%
Education		0	0%
Privately held business		24	17%
Total		144	100%

9. Why DON'T you attend Chapter Meetings?

Too Boring, not relevant to me		7	6%
No value to me		21	17%
I don't feel welcome		7	6%
Been there, done that, don't like it		9	7%
Too expensive		1	1%
I just don't have time		80	64%
It is too far (location inconvenient)		21	17%
Uninformed about meetings		8	6%

10. Additional comments about chapter meetings (Why don't you attend chapter meetings? What needs to change? Etc.)

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11. Name (optional)

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12. Email (optional)

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10. Additional comments about chapter meetings (Why don't you attend chapter meetings? What needs to change? Etc.)

#	Response
1	Have wanted to attend but just have not made one yet.
2	The last meeting I went to was informative and interesting (May or June 2007). However, I was reminded why I have given up on these meetings. I was embarrassed by the behavior of some of the attendees. Some asked inappropriate questions of the speaker and I felt that they were there only to hear themselves. It was obnoxious.
3	I have been too busy and only rejoined society after being absent for many years. Plan to be in attendance this coming year. Would like to see mix of dinner and breakfast meetings.
4	I don't attend if there is a conflict in my schedule that can't be changed
5	I don't know anyone that goes. I often ask other CPAs if they attend and they do not. I would really like to go but I do not like to go alone. Perhaps I should not be so shy?
6	Timing of meetings. I would prefer (continental) breakfast meetings with a speaker / cpe. Admittedly, that would cause problems for those who work downtown / further from home, but you might get different people who work in the area who find it difficult to attend in the evening.
7	Got po'd at Marty Rosenberg and the downtown crew. Not that many PRACTICING CPA's were attending the monthly meetings at Rosewood. I started and ran the monthly practice meetings up until approx 1995.
8	I work downtown (Chicago), have a long commute and find it very difficult to get away in time to make the meetings. That said, I am very excited about CPE-Saturday at Trinity Christian College.
9	I live in La Grange and work in Oak Brook. Not sure why I'm assigned to the Chicago South Chapter. Most events are too far out of my geographic area.
10	The locations are always tough to get to. When I leave downtown, I have to drive to the meeting locations(60 to 90 minutes) or take the train to Oak Lawn and then drive to the meetings (90 minutes). The starting times are too early for someone who works downtown. There is no way I could ever make a social hour at 6 pm.
11	The chapter meetings I've been to or see invitations to are either (a) tax-related, (b) local CPA firm-related or (c) networking to develop client relationships - none of which particularly interest me at this point in my career. I have a family, am in my early thirties and work at a publicly traded company downtown. I haven't felt that the activities in the South Chapter are aligned with my current needs and priorities. The events that I have attended have all been from the Chicago Metro chapter.
12	How about corporate business issues
13	I did this as a test to see how the survey worked.
14	Thursday is a bad night.WED would be better, but I am now semi-retired and would only attend if subject matter relevant.
15	I've noticed the topics at some of the other chapters (Fox Valley) sound great, but too far. I do go occasionally, as time permits.
16	I do come.
17	The meetings always seem geared to those in public accounting and ignores the significant number of CPA's in industry. Even the brain trust meetings (which sound really interesting) seem geared to those in public accounting. I understand that our profession is for "public accounting" but there are so many people like myself who start out in public accounting then move to industry - and then feel completely ignored when we continually see topics like "how to expand your CPA practice". That is just not relevant to me.
18	Need new more dynamic speakers - speakers should stay on track of their presentation. Some of us are there just for the CPE or interested in the monthly topic
19	The meeting address need of public accounting not woking in industry.
20	The meetings are not convenient to my schedule
21	Travel extensively so attending meetings during week is difficult.
22	More young CPAs to hire during tax season. More woman.

	More garlic bread.
23	There is nothing at these meetings that would compel me to attend and make the time in my schedule.
24	already committed to another org on the third thurs - plan to attend the Brain Trust and other mtgs, suggest a breakfast CPE sessions, 2 hours of early morn cpe with hot breakfast
25	I didn't check any of the items in point #9 above since none apply. Since retiring I have become a snow bird, and and spend four to five months in Florida. When in town, I attend those meetings which have secessions that cover topics which are of interest to me, even though I am now retired.

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10. Additional comments about chapter meetings (Why don't you attend chapter meetings? What needs to change? Etc.)

#	Response
26	Too clickish. Don't feel welcome.
27	I find some of the long time members are rude in speaking out when the speaker is giving his/her presentation. They may think their comments are amusing but I don't.
28	I'm not a practicing CPA and I feel the meetings are geared toward the practicing CPA's. I work in the accounting department of a company and not sure if these meetings would be of any value to me.
29	To increase participation at meetings, maybe have an incentive for companies to encourage employees that are CPA's to attend meetings together. For example, I attended meetings years ago, found them helpful at times, was reimbursed for the meeting, mainly because my boss encouraged me and said he was going, along with his boss.
30	conflicts in scheduling. Thursday is a busy night.
31	I was a regular attendee when there were technology update monthly meetings. Right now I work in the Western suburbs and after driving home, unless the topic is extremely relevant, don't want to make the trip (live in SW Chicago)
32	I have been a CPA (unlicensed) for about 10 years and have never attended a chapter meeting. My impression is that they are geared more towards CPA's employed at accounting firms and not to corporate CPA's like myself.
33	The meeting are generally on Thursday evening, I have a payroll client that I attend to on Thursday nights. Sometimes, I try to schedule for Wed so I can attend the meetings if CPE looks good.
34	I travel 43% of the time, serve on civic committees, and have family obligations. In most instances, I am unable to attend, but I enjoy the meetings and attendees.
35	I attend meetings when I can and the topic is of relevance. It is difficult to provide topics that are of interest to all members. Remember, you are trying to meet the needs of a very diverse group and I believe the south chapter has continually tried to meet this need. I believe the sessions you provide are quality sessions, and some times quantity is not as important as quality. I believe this survey will be valuable to see if the Chapter is missing something that can attract additional members to the meetings. Not only where you live, but where you work as has an impact on attendance. The Saturday CPE session at Trinity is a great idea.
36	No real perception of value for the time involved and my close CPA associates are usually downtown so I'd be attending alone and that's not appealing to me. But I do intend to make a better effort to participate.
37	The biggest issue I currently face is that I am required to be at work from 7:30 to 6:30 M-F and half day Saturdays. Given this schedule and that my work is in Warrenville, I do not have the time to attend. I would like to attend at times but right now it is not feasible.
38	I am interested in attending meetings more for the topics discussed & to fulfill CPE requirements. Networking is a plus but not enough by itself for me to come to a meeting.
39	I have been a frequent attendee at chapter meetings.
40	Currently unemployed. However, background and experience in the past 10 years has primarily been focused on providing project-based financial consulting to large Chicago-based corporations. It seems as though a good number of the meetings are geared toward small accounting firms or sole proprietor. Also, I don't know if I am the only one out of 2000 members, that after 30 years of experience CPA/MBA (primarily Corporate America experience) finds that they are in a TRANSITION PERIOD and in need of a workshop that addresses other second financial career alternatives that one might consider...
41	Could be closer. Would like to be able to buy a drink when not there for dinner. Not as easy as Rosewood.
42	It has been my experience that those attending typically know each other, and are in public accounting. With my experience all in industry, it is not easy to interact when there is not much in common.
43	Found that some long time members can be boisterous, bordering on rude during speakers presentations. If this has changed would consider attending.
44	Some chapter meeting conflict with other meetings.
45	I have my own network of cpa's so don't feel it would be of value to spend time cultivating a larger network of cpa's

46	I did not answer question # 9 above, because, although I am Registered, I am now retired, and none of the selections apply to me. I have been doing some personal traveling as well as having become a "snow bird", spending six to seven months of the year out of town. I do attend those meetings that have meeting topics I am interested in when I am in town. I do enjoy the pre-meeting get to gethers as well. Thank you.
47	I do not attend primarily because I work in the Corporate environment, and I do not believe the meetings would have as much value to me as a CPA in public accounting.
48	re: Q9- Chapter meetings are not too boring; relevance is the issue. There are a lot of "CPAs" not in public practice. I want to be technically proficient and knowledgeable about accounting pronouncements. However, I don't have a practitioner's need or perspective. I am looking for practical implementation guidance on topics of interest. For example, fraud and the internet: how to cope with online transaction processing, particularly as to overseas transactions; wire transfers: everybody's doing them, but many of the incoming wires we receive, require extensive research to identify the source and purpose for the payment. There are not adequate standards for processing such transactions in the banking world. How the heck do we implement FIN 48?!? What organization should I seek membership in, if not the ILCPA? And, by the way, this is the issue with national and state CPA organizations. I understand why CPA's in the practice of attestation or tax return prep need the information. However, the practical needs of the everyday accountant infrequently addressed.
49	LOCATION. I LIVE IN CHICAGO
50	actual answer to 9 is conflicts with my Family responsibilities.

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10. Additional comments about chapter meetings (Why don't you attend chapter meetings? What needs to change? Etc.)

#	Response
51	Generally, Thursday evening is not convenient because of a previous commitment/
52	I attend a few when the topic is timely and I have a need to update or learn the topic.
53	I WAS AN ACTIVE PARTICIPANT IN THE PAST AND WOULD LIKE TO RESUME.
54	I am a new member, but I can tell that the locations are going to be an issue for me. I am much closer to downtown than the south suburbs.
55	Not sure what goes on at a chapter meeting.
56	I plan to attend meetings in the near future. I am currently involved in a time consuming CFP certificate program.
57	It seems that changes are being made. This is encouraging.
58	I encourage you in your effort to make our society more meaningful to us as small practitioners. It is up to us to get out of the office and go. As long as it is less of a social hour (or party)
59	Since I need CPE, I strongly prefer 2 hours per night instead of 1 hour per night. I strongly prefer accounting and audit topics.
60	Prior to retirement, my company paid the monthly meeting fees. Now I have to pay out of my pocket. So I go once in a while.
61	The meetings are always on Thursday night. Have a payroll client each week on Thursday; therefore, need to reschedule in order to attend. Have done this to attend meeting with CPE.
62	I usually cannot attend Thursday evening meetings,
63	It would be best if the handouts were ALWAYS available for download before the CPE meetings. That way everyone would have an opportunity to be up to speed and the finer points of the topics could be covered. Also, I am assuming that question 9, (above), applies to the regular chapter business meetings about which I am not informed--not the "chapter events."
64	Currently on an extended leave of absence from work due to the birth of twins. Finding the time to attend meetings is difficult. I try to keep up with my CPE by participating in on-line webcasts held by my last employer.
65	I live in the Hyde Park area and it is a very long drive out. When I do attend, I find the meetings very informative

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