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business growth and integrity, protecting public interests, and positively impacting the community to deliver a better future for all.

**Mary Girsch-Bock** • Feb. 02, 2023

The screenshot shows the CalCPA website homepage. At the top is the CalCPA logo and a navigation bar with links for Magazine, Login, Find CPE & Events, Donate, Join, and Help. Below the navigation bar is a horizontal menu with links for My Account, Members, Education Foundation, Government Relations, News, Peer Review, CPA Job Board, and Resources. The main content area features a large banner for 'Find a CPA' with an illustration of a person at a laptop and a calculator, and a button to 'OPT IN >>'. To the right of the banner is a sidebar with a 'SCHOOL DISTRICTS VIRTUAL CONFERENCE' announcement for April 18-19, a 'CalCPA Knowledge Hub' link, and a 'Free CPE for Members' section for the 'FreePE Webcast Series'. At the bottom of the page are three buttons: 'My Webcast Login', 'brainfood bytes', and 'Join CalCPA'.

The **California Society of CPAs** currently has more than 40,000 members, making it the largest statewide professional association of certified public accountants.

The state mission of CalCPA is to increase the value and promote the integrity of the CPA profession, contribute to the success of our members, and strengthen client,

employer, public, and government trust in CalCPA member advice, work products,

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Current  
Members:  
40,000+  
Founded: 1909  
Headquarters:  
Burlingame, CA  
[www.CalCPA.org](http://www.CalCPA.org)



# CalCPA

## CalCPA

currently has  
14 chapters,

and more than 40,000 members statewide, with 70% of members in public practice, 20% in industry, 4% in government and education, with 2% working in other areas. CalCPA also has numerous sister organizations:

- **CalCPA Institute**, which through member donations, awards scholarships to undergraduate and graduate students.
- **CalCPA Education Foundation**, which is the leading provider of continuing professional education for CPAs and financial professionals.
- **Group Insurance Trust**, which offers health and wellness benefits to all CalCPA member firms.
- **CAMICO**, which offers professional liability and employment insurance for CPA firms.

CalCPA's president & CEO, [Denise LeDuc Froemming](#), leads a team of 85+ dynamic association professionals dedicated to serving more than 40,000 members that are California's finest CPAs, trusted advisors, leading business and finance professionals, students, and educators.

At the center of her leadership is establishing cultures and environments that foster

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CalCPA President & CEO,  
Denise LeDuc Froemming.

Before joining CalCPA, Froemming served as CEO of the Institute of Real Estate Management, an international association of more than 20,000 real estate management executives and 500 Accredited Management Organizations. Her prior leadership roles were in the healthcare sector, supporting pathologists and health information management professionals.

Froemming holds the Certified Association Executive (CAE) designation from the American Society of Association Executives. She's also a Certified Public Accountant (CPA) and holds an M.B.A. with an accounting concentration.

Her favorite quote is from Maya Angelou. "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

### **In the past year:**

- Overall membership has been relatively flat due to the complexity and uncertainty we face, business model changes, mergers and acquisitions, and overall competition for our member's attention and dollars. We will be releasing a new membership benefit offering to enhance the value to our members.
- Our educational and learning offerings have expanded to meet our members' needs—some new offerings include a nano-learning series, advocacy hot topic video episodes, and a podcast series.
- To address the accounting pipeline issues, we have seen double-digit growth in our programs to support the pipeline—e.g. CalCPA Community College to CPA Program, University, and Community College Industry Influencer Program and

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enhance diversity, equity, and inclusion programs,” said Froemming. “This includes pathway and CPA Exam candidate programs that help change perceptions and offer new opportunities. Our Fund the Future Campaign, a scholarship program for students, and Community College to CPA Program are just a few initiatives helping to expand the accounting pipeline. Our success depends on listening to and understanding all voices.”

### **What are the society's top 3 objectives for 2023?**

- Raise awareness, redefine the image, and showcase the accounting and finance profession.
- Lead in the transformation of the career experience of CPAs and accounting/finance professionals.
- Create super fans of everyone who interacts with CalCPA to elevate our position as a member and customer-centric organization.
- Operate at the highest level of strategic, business, and operational excellence.

### **Long term objectives**

CalCPA proactively drives evolution within the accounting profession by promoting business growth and integrity, protecting public interests, and positively impacting the community to deliver a better future for all.

“We must continue to build strong communities, develop critical coalitions and build essential relationships with a shared sense of purpose,” Froemming added.

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