

GWCNG 2016 Survey Results

1. How many in-person GWCNG networking events would you like to attend in 2017?

	Number of Response(s)	Response Ratio
None	0	0.0%
1-2	6	12.2%
2-3	14	28.5%
3-4	24	48.9%
4+	5	10.2%
No Responses	0	0.0%
Total	49	100%

3 Comment(s)

Answer

Once a quarter seems reasonable.

I do my best to attend them all if possible unless they're across the American Legion Bridge in Maryland in which case I do my best to avoid. Traffic is simply too brutal and I live and work in VA.

Few dinners and few cocktail events

2. I prefer attending the GWCNG:

	Number of Response(s)	Response Ratio
Cocktail Receptions	33	67.3%
Private Dinners	10	20.4%
Breakfast Events	5	10.2%
Other	1	2.0%
No Responses	0	0.0%
Total	49	100%

8 Comment(s)

Answer

Easier to mingle and talk to more people at a cocktail reception.

My second choice would be cocktails with all members attending for interaction and networking receptions provide more oppty to mingle

Both cocktail reception and private dinners are good. Breakfast is not that great since it is not that great for networking.

It would be easier to get to know people at a dinner event, maybe with an occasional speaker. Cocktail receptions are great if you already know some people, but hard if you don't. Also, if it's just drinks, busy people (us) find it easy to not attend last minute when work is busy.

Having a value-add event (speaker, or wine tasting) would be more compelling.

breakfast or early evening work best for me

Any option is good with me

Private dinners is a close second choice

3. The location most convenient to me is:

	Number of Response(s)	Response Ratio
Tysons Area	33	67.3%
DC	7	14.2%
Bethesda Area	11	22.4%
Arlington	8	16.3%
Alexandria	2	4.0%
Other - (Reston)	2	4.0%
Total	49	100%

4 Comment(s)

Answer

I live in Upper NW DC and work in Rockville -- the three preferred locations are checked.

Tyson's and Alexandria are good as well

My company is in Baltimore, so anything in Maryland is most convenient

Tysons is a close second choice

4. I prefer attending GWCNG meetings at

	Number of Response(s)	Response Ratio
7am - 9am	5	10.2%
5pm - 7pm	8	16.3%
6pm - 8pm	23	46.9%
7pm - 9pm	11	22.4%
Other	1	2.0%
No Responses	1	2.0%
Total	49	100%

2 Comment(s)

Answer

5-7 would also work well. Early evening is better for me as it enables me to miss some traffic.
I'm flexible and schedule driven, so it's hard to pick a set time.

5. I prefer attending GWCNG meetings on:

	Number of Response(s)	Response Ratio
Tuesday	16	32.6%
Wednesday	24	43.9%
Thursday	19	33.7%
During the first month of the quarter	5	10.2%
During the second month of the quarter	21	42.8%
During the third month of the quarter	6	12.2%
Other	4	3.1%
Total	49	100%

0 Comment(s)

Answer

no preference
indifferent
Any night except Friday
just not mornings!

6. Attending the in person meetings helps me collaborate more online with other CFOs

	Number of Response(s)	Response Ratio
Yes	41	83.6%
No	4	8.1%
No Responses	4	8.1%
Total	49	100%

7. Would you be interested in inviting non-CFOs to certain CFO Collaboration events?

	Number of Response(s)	Response Ratio
Yes	28	57.1%
No	20	40.8%
No Responses	1	2.0%
Total	49	100%

8. If yes, which types of professionals?

	Number of Response(s)	Response Ratio
Controllers	14	45.1%
Other C-Level Executives	20	64.5%
Spouses or Other Personal Guests	4	12.9%
Other	2	6.4%
Total	31	100%

Answer

other professions
Content matter experts

9. How would you compare the GWCNG events to other comparable C-level events in the area?

	Number of Response(s)	Response Ratio
About the Same	16	32.6%
Better than Average	32	65.3%
Worse than Average	0	0.0%
No Responses	1	2.0%
Total	49	100%

3 Comment(s)

Answer

It's nice not being over-run by service providers
Fewer vendors makes for a more collaborative discussion
I've only been to one event, so I'm not well-qualified to comment. I will say that if you don't know someone already, it's hard to get to know them at a cocktail event where most people seem to know someone already.

10. How much value do you get from the following?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Not Any Value	Some Value	Valuable	Very Valuable
Posts on the Site	5 10%	11 23%	17 35%	15 31%
Cocktail Receptions	1 2%	7 15%	24 51%	15 32%
Dinner Events	3 7%	13 29%	18 40%	11 24%
CFO Spotlight	9 20%	16 36%	17 38%	3 7%
Job Postings	9 19%	12 26%	16 34%	10 21%
CFO Directory	2 4%	9 19%	26 55%	10 21%
Event Listings on the Site	4 9%	16 35%	20 43%	6 13%

4 Comment(s)

Answer

The ability to post questions/issues on the site and get answers from the best and brightest minds in the area, quickly and professionally, is invaluable. I consider it a huge asset.
Just fun to keep in contact with people; but very limited real value
Haven't used many of these features because they are aimed at tech CFOs. I'm in nonprofits.
While I have only used it once, I got very valuable and helpful responses on a information request post during a search for an attestation service provider. Really helped focus our search and requirements.



11. Would you like a mentoring program within the CFO Network?

	Number of Response(s)	Response Ratio
Yes	30	61.2%
No	18	36.7%
No Responses	1	2.0%
Total	49	100%

5 Comment(s)

Answer

Indifferent -- I really do not now what you mean by this.

not sure I could find / make the time

May have value but not something I am personally interested in at this point in time.

I would enjoy mentoring and being mentored

I have other avenues for this.

12. Would you be interested in the CFO Network sponsoring CPE credit courses?

	Number of Response(s)	Response Ratio
Yes	19	38.7%
No	30	61.2%
No Responses	0	0.0%
Total	49	100%

13. Are there other ways the group can encourage communication and collaboration for member CFOs?

16 Response(s)

- 1 Issues roundtable discussions focused on operational issues faced by CFOs:
-ERP systems selection / expansion
- 2 Periodic surveys on topics of interest. For example I have been looking into accounting systems and travel expense platforms. The feedback on the forum was excellent, but I would be interested in more information.
- 3 Utilized other tools that I use on a daily basis (i.e. integrate with LinkedIn)
- 4 I think it is about right.
- 5 I like the current approach. It is truly a network of people helping each other without it being something that is pushed.
- 6 take advantage of collaboration tools or survey tools to gather info - e.g. what was the increase in your health benefits costs? how many employees do you have? are your self insured for health care?
- 7 If there are CFOs local to a specific area, maybe smaller, more intimate events where 10-15 people get together and discuss issues.
- 8 Perhaps a means to share best practices - a repository for policies, procedures, documents, templates etc. that may help other members.
- 9 Perhaps but I think we're effective now and wouldn't change a thing
- 10 Facilitate 1:1 or smaller get togethers among CFOs in different geographies (i.e., a Bethesda lunch group)
- 11 Can also be sector or industry based - however it should not be shut for others because many may like to move from one industry to the other
- 12 n/a
- 13 Think the current tools work well
- 14 Workshops or learning events, such as webinars and seminars on current events
- 15 I'm a new member, and so far, I've enjoyed the events
- 16 Posts on the site differentiates this group from others... so continue to fully leverage this function



14. What can the GWCNG do to enable you to ask more questions and comments on the on the GWCNG forum?

18 Response(s)

- 1 Encourage questions by emails to members once a month or so.
- 2 I think it works.
- 3 Send private emails to non participating members with encouragement to ask questions and to get involved.
- 4 Integrate into the other tools I use on a daily basis (i.e. LinkedIn)
- 5 Suggest topic each month.
- 6 What tends to spark communication is a question. While I like the current natural pace of things, if the goal is to have more discussion, then having someone or a group of people volunteer to periodically think about interesting topics and ask questions would be a way to go. I
- 7 I believe it is pretty interactive at the moment
- 8 post seasonal topics, e.g. new year planning assumptions
- 9 Forum seems well set up for this as it is.
- 10 nothing
- 11 Nothing
- 12 May be a round table discussion during cocktail or dinner and can seek each one's comment. That way everyone gets an opportunity to say something
- 13 n/a
- 14 Can the feed be sent in a weekly digest so I don't have to go to the forum to read it?
- 15 Think the tools are there - just need to keep people looking at them.
- 16 The site seems fairly user friendly.
- 17 I don't have input at this point.
- 18 Have frequent and diverse topics

15. What topics are of interest to you for the CFO Network to cover?

19 Response(s)

- 1 Strategies to manage the business - what CFO did to contribute / drive success.
- 2 Economic issuesFinancing MattersTechnical accounting issues
- 3 Operational/tactical aspects of finance (Best tools for GL, FP&A, etc)Operational effectiveness and efficiencyBuilding a team
- 4 ForecastingResourcesGood funding sources
- 5 SaaS topics (operational best practices, systems used for billing & payments, pricing, rev-rec developments, etc.)
- 6 leadership, governance, how to handle sticky situations (boss conflict, mgmt disagreement, stockholder disputes, restatements, activists, millenial and x gen convergence, non military oriented leadership)
- 7 CFO/CEO relationshipKPIs to include in monthly reporting/board packages
- 8 systems innovation, cloud tool adoption, sales compensation practices
- 9 Revenue Recognition
Forecasting / Budgeting
Valuation of businesses
Cash flow forecasting
Strategic planning
Debt / Equity fund raising
- 10 News of local companies and especially regarding our fellow CFOs, M&A activity, best practices, FP&A.
- 11 I'm happy with what we're covering now. Nothing to add or change.
- 12 New high tech companies in the area , VC input on the region, Stock basecompensation , New SEC requirements on Non-GAAP measures
- 13 Vendor selection, vendor ratings, Currency & hedging, Treasury funds management, Interesting accounting questions which auditors treat as gospel, but really are in the gray zone (Capitalized SW, embedded derivatives, booking of F/X, hedging, etc)
- 14 Ways to give back to the communityCPEFun stuff - like a wine tasting or a speaker on a topic
- 15 Greatly appreciate the efforts of all the steering committee to provide interesting programs and meeting locales.Might be good to have small groups meet to talk about recent financing events - would allow for frank conversations about valuations and terms people are
- 16 Lessons learned and best practices in challenges facing the office of the CFO (i.e. Accounting, M&A, HR, IR, IT)
- 17 New topics/developments in corporate finance, Changing tax regulations, Tax topics related to M & A, Current trends/topics in executive comp
- 18 ValuationRevenue RecognitionAudit and related itemstechnology usage and solutions
- 19 Currently emerging issues