

meet members



Lindsay Chase

Job: CFO with Holmes Murphy & Associates in Waukee

Hometown: Indianola

Alma mater: Coe College

Professional/community activities: ISCPA Business and Industry Committee and LEAP Committee volunteer

I was inspired to be a CPA because: I always enjoyed numbers. I took an accounting class in high school and was hooked. I also had the opportunity to work for a CPA in my hometown during high school which reinforced by desire to pursue accounting.

If I weren't a CPA, you might find me: Traveling the world (if money were no object). I love seeing and experiencing new places and new things. I have so many places I still want to see!

Your message for young people considering a career as a CPA? The sky is the limit. While being an accountant still has its stereotypes and pigeonholes, having a CPA, no matter your career choice, will always set you apart and be an asset.

What are some of the biggest changes you see in the profession? I'd say it primarily comes down to two areas: work environment/philosophy and data or technology.

The need to attract and retain talent in the industry is high. In order to keep pace with the changing and evolving environment, the profession has had to make changes related to its work environment/philosophy. More and more employees and audits are 100 percent remote and the flexibility in hours and benefits have changed to keep talent.

Excel and paper files used to be the norm; now everything has moved to the cloud. Historical financial reporting used to be the primary function of accounting, now its evolving to focus on data insights, planning, and forecasting.

Tell us about some of your philosophies and principles toward work and life: *Show up.* Care enough

to be present, embrace the experience, and enjoy the time. It's invaluable.

Strong work ethic. It's not always going to be easy, and you will be thrown some curve balls. A strong work ethic will serve you well for the journey.

Be humble. Don't ask someone to do something you are unwilling to do and give credit where credit is due.

Give love, grace and thanks. You never know what battle someone may be facing.

Celebrate. Count your blessings and celebrate your joys.

When I have free time, I like to: Exercise, read, travel, play tennis, bike, and be outdoors (when its warm).

Favorite line from a film: "It's supposed to be hard. If it wasn't hard, everyone would do it. The hard...is what makes it great." - A League of Their Own

Go-to karaoke song: None. I'm a horrible singer, so much so they even asked me to leave my church choir when I was young!

What is your biggest achievement to date - personal or professional? My biggest personal achievement is being a mom; it has been by far the most rewarding thing I've done.

Best vacation: Slovenia. I went there with my sister a few years ago. It's not the easiest place to get to but it's worth the trouble, especially if you enjoy the outdoors. The scenery is amazing and it's full of many adventures. A close second was London and Wimbledon which I attended with my mom. Being a huge tennis fan, Wimbledon is a one-of-a-kind experience.

First job: Working on the family farm

What I wanted to be when I grew up: Teacher

Last book I read: "Firekeeper's Daughter" by Angeline Boulley

Favorite movie: A League of Their Own

Place I'd love to visit: Machu Picchu is up next on my list (hopefully in 2023)