

2013 FORUMW
ANNUAL REPORT

MOSS-ADAMS_{LLP}
Certified Public Accountants | Business Consultants

100 THAT
years COUNTS
1913-2013



LOOKING BACK MOVING FORWARD

FORUM|W
the MA network for women

In 2008 Moss Adams decided to make a greater investment in career and leadership development—particularly when it came to women, who are hired at the same rate as men but often leave the profession in far greater numbers. To address this challenge and strengthen the firm, we launched Forum W, whose mission is to help the firm attract, develop, retain, and advance talented women.

Five years later Forum W has transformed our culture and changed the ways we interact with our people, our industry, and our communities. In fact, we now have more women partners than the industry average, and other organizations are increasingly looking to us to see how we've done it.

Although it's still early in our journey, we've had great success and much to celebrate. We also know there's much more to do. We all play a part, and together we can accomplish whatever we set out to do. We're excited about the road ahead.

CHRIS SCHMIDT
Chairman & CEO

DICK FOHN
President & COO

JEN WYNE
Director of HR



THE BUSINESS CASE

Learning new skills. Building a strong career. Contributing to the firm's success. These are things every employee wants to do, and Forum W's job is to help increase those opportunities for women.

By investing in Forum W, Moss Adams benefits from both highly talented women who are engaged in their careers and a more inclusive culture. This diversity is a huge advantage, allowing us to draw on different perspectives to not only promote innovation but also connect with an increasingly diverse customer base.

OUR PRIORITIES

DIALOGUE	NETWORKING	MENTORING	ADVANCEMENT

OUR GOALS

2009-2013

To host office events and activities to help women at Moss Adams exchange dialogue about their careers, develop new skills, benefit from increased mentoring, and expand their internal and external networks.

2014 AND BEYOND

To increase the retention and overall advancement of women at the firm and continue to share what we've learned.

So what areas will we focus on to reach our long-term goals?

	COMMUNICATION We'll help people with different communication styles learn to better interact.
	LEADERSHIP DEVELOPMENT We'll foster an inclusive environment that values different leadership styles.
	CAREER DEVELOPMENT We'll provide a supportive workplace and help mentors and managers give effective career advice.
	EXTERNAL NETWORKING We'll continue to help women at the firm build meaningful professional relationships.

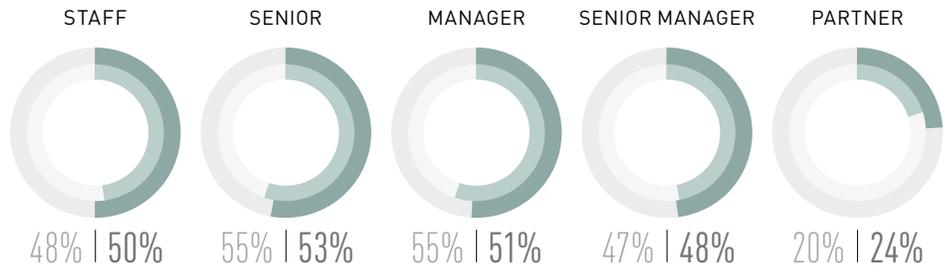
OUR WORK SO FAR

Numbers tell a story—and we think ours is a pretty good one.

Since Forum W launched, women are increasingly making their way to top spots across the firm.

PERCENTAGE OF WOMEN CLIENT SERVICE PROFESSIONALS

2009 | 2013



WOMEN STAFF HIRES



WOMEN EXPERIENCED HIRES



As of 7/31/2013

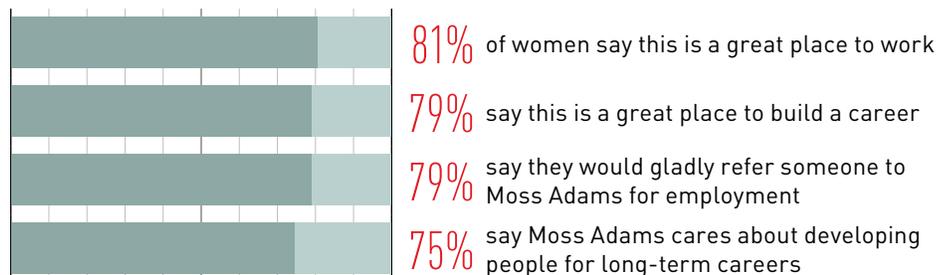
Since launching Forum W five years ago, we've seen:

A 6 percent increase in the number of women in leadership positions

A 4 percent decrease in turnover among women managers

A 13 percent increase in the number of men and women who say Forum W has had a positive impact on the firm

Here's what women at the firm have to say:





IMPACT: CAREERS

We've been able to meet many of our goals by staying focused on our mission and priorities. But what does that mean in practical terms?

After spending a good deal of time listening to what women in our firm have to say, we've spent the past several years helping them plan their careers and seek new opportunities in a proactive way. We've also encouraged women at the firm to focus on practice development to grow their external networks and develop meaningful mentoring relationships.



NETWORK BUDDY PROGRAM

A formal program designed to help junior-level women at the firm expand their networks by pairing them with those from whom they can learn new skills.



WESTERN WASHINGTON SALES CONFERENCE

Annual conference designed to help women strengthen their business development skills.



PATH TO SUCCESS SERIES

We created *Path to Success: A Guide for Mentors and Protégés* and *A Guide to Building and Leveraging Your Network* to help women maintain successful mentoring relationships and build external connections.



GETTING REAL: STRAIGHT TALK ON BUILDING YOUR CAREER AND INVESTING IN YOUR FUTURE

Launched this year, this workshop is designed for women three to six years into their career. Its aim is to combat "future tripping"—making premature career decisions based on how one thinks one's personal and professional life might unfold. Top three future trips we heard in discussion groups:

1. I'm not going to be able to balance having a family and working at the firm.
2. I don't know how to sell. I should quit now.
3. I don't see anyone like me at the partner level. Can I be successful here?

FORUM W AWARD WINNERS

Our efforts have been successful thanks to the hard work and dedication of many people throughout the firm. Here are three who have taken it above and beyond this past year:

Cheri Burnham, Partner | FORUM W LEADERSHIP AWARD

Star Fischer, Senior Manager | FORUM W LEADERSHIP AWARD

Shannan Gardner, Partner | FORUM W OFFICE CHAMPION OF THE YEAR



IMPACT: PROFESSION AND COMMUNITY

We never intended our work with Forum W to stay within our walls. We're on the path to change the industry and the communities in which we live and work. Here's how.

ACCOUNTING MOVE PROJECT

We're the founding sponsor of this groundbreaking national study of women in the accounting profession. As a result of the project, firms are learning what they can do to help women be successful in public accounting.

EMPOWER

A business development partnership co-led by two of our senior professionals and created in collaboration with U.S. Bank and Davis Wright Tremaine, empower organizes networking, community outreach, and panel discussion events with women entrepreneurs, CEOs, and other business leaders.

INFLUENCEHER

Now in its fourth year, InfluenceHer—an award-winning initiative sponsored by Moss Adams via the Boys & Girls Clubs of King County—helps young girls in the Seattle area achieve academic success, leadership, and health and wellness.

WOMEN'S LEADERSHIP SUMMIT

We sponsor conferences at both the Washington and California societies of CPAs, helping hundreds of women each year learn best practices for personal branding, leadership, mentoring and sponsorship, and communication skills.

WOMEN'S LEADERSHIP CONFERENCE

In conjunction with Southern Oregon University, the Medford office inaugurated the area's first women's conference focused on mentoring, balancing work and life, and career advancement strategies.

LINK BY LINK

We created [Link by Link: A Guide to Forming a Women's Network at Your Organization](#), sharing our experiences and strategies in an easy-to-use resource designed to help other organizations create more opportunities for women.

WOMEN IN TELECOM

Women leaders in our Communications & Media Practice launched the first networking group of its kind to bring prominent women in the rural telecom industry together for networking and education.



LEADING THE WAY

We think the women we hire are talented and accomplished. We're pleased to say that our profession and our communities think so too. Here are a few who are making a difference.

Firm Leaders



Elaine Ervin
 • National Practice Leader, Construction
 • Executive Committee Member



Rebecca Pomeroy
 • CEO, Moss Adams Wealth Advisors



Laurie Tish
 • National Practice Leader, State & Local Government



Carisa Wisniewski
 • Partner in Charge, San Diego
 • Executive Committee Member

Profession and Community Leaders



Nancy Schauer
 Partner
 • Chair, American Heart Association South Sound
 • Trustee, Charles Wright Academy



Katie Burton
 Senior Manager
 • Vice President, Construction Financial Management Association, Inland Northwest Chapter



Francine Voorhees
 Partner
 • Recipient, 2012 Woman to Watch Trailblazer Award, CalCPA
 • Treasurer, Board of Directors, Juvenile Diabetes Research Foundation, Northern California Inland Chapter



Carol Suruki
 Partner
 • Member, Board of Directors, CalCPA



Tammy Trovatten
 Manager
 • Appointee, Healthcare Financial Management Association, Northern California Chapter



Kathy Freshwater
 Senior Manager
 • Member, Far West Agribusiness Association Planning Committee



Christine Ballard
 Partner
 • Chair, AICPA International Taxation Technical Resource Panel



Kate Jackson
 Manager
 • Treasurer, Sacramento Regional Conservation Corps



FIRM AWARDS

Moss Adams has won many awards for Forum W. This year we were recognized by these organizations.



ACCOUNTING MOVE PROJECT

Named one of the best accounting firms for women



WORKING MOTHER MAGAZINE

Made the 100 Best Companies list



DAVE THOMAS FOUNDATION

Named one of the best adoption-friendly workplaces



AMERICAN WOMAN'S SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

Received the Innovation in Women's Programming Award



PROFILES IN DIVERSITY JOURNAL

Received the Diversity Leader Award



ABOUT MOSS ADAMS

MOSS-ADAMS LLP
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MOSS-ADAMS
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MOSS-ADAMS CAPITAL LLC

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