



The firm of  
the future

Wipfli Annual Report, 2018-2019

WIPFLI

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# Letter from the Managing Partner

## Envision. Embrace. Execute.

This theme defines our outlook for the coming year. But it also encapsulates our journey as caring professionals dedicated to creating lasting, positive impact for you, our clients.

To accelerate this journey, we are using Wipfli 2025 – our multipronged approach to becoming the firm of the future. We established several initiatives to deepen our relationships with our clients. These initiatives leverage leading-edge technology, promote personalized knowledge-sharing, enhance our associates' professional development and dynamic career journey, and expand our geographic footprint and industry specialization. Each one has a shared end goal: to enhance the value we bring to clients and the impact we make on them, their businesses and their organizations – now and in the future.

Fiscal year 2019 saw our firm continue to build on our transformative initiatives, as well as execute on new changes. Through close touchpoints, we helped clients navigate the Tax Cuts and Jobs Act – the largest piece of tax reform legislation in more than three decades – as well as other significant changes, including revenue recognition and GDPR privacy rules. We discovered the full impact of these changes on our clients and identified unique solutions to best benefit them.

The start of fiscal year 2020 also marked a significant change in Wipfli's leadership. For 13 years as managing partner, Rick Dreher not only grew our firm tremendously but also set us apart by defining how we could be different – how we could continue to perform while we transform. His ambitious vision, ability to see the long-term and willingness to take chances set us on a course of continued success.



I am proud to succeed Rick as managing partner and build on our promise to create value by delivering the entrepreneurial passion, valuable insights, practical experience and genuine support you need to achieve your goals and create results that stand the test of time. Looking forward, everything we've put in place during FY19 will help us further execute on our transformation into FY20. Thank you to all our clients for continuing to trust us to meet your needs, and for continuing on this exciting journey with us.

A handwritten signature in black ink that reads "Kurt E. Gresens". The signature is written in a cursive, professional style.

Kurt Gresens, Managing Partner

**WIPFLI**

# Firm of the future

We are in an exciting time of endless potential. In FY19, Wipfli laid the foundation for continued success with innovative plans and ambitious people.

Together, we **envision**, **embrace** and **execute** to create lasting, positive impact with each other, our clients and our communities.

[Watch video](#)



# Wipfli 2025

In FY19, we entered the second year of our multipronged strategy called Wipfli 2025. As our industry – and our clients' industries – evolves, we continue our journey to positively impact our clients, associates, industries and the firm.



## Clients

We will consistently seek opportunities to deliver value to our clients through exceptional service and deep industry knowledge.

Through Wipfli 2025, we are making major strides toward achieving our goal of exceeding client needs now and in the future while continuing to innovate, address challenges and seize opportunities to expand.



## Industries

We're advancing our industry focus in order to provide clients with more specialized services, as well as providing expanded knowledge and thought leadership.



## Associates

We're committed to providing a well-rounded career journey through robust professional development services and specialized trainings.



## Firm

We will be the firm of choice through our unwavering commitment to expand our service and industry capabilities, providing an even more impactful client experience.

# Our new look

As we continue down our path of transformation, we are shifting to a new, contemporary look. Our continued evolution includes the opening of two new offices in the Chicago area, which centralizes our presence in the market and brings associates and clients together in a collaborative space.

Chicago area offices



# The Wipfli Way

We have a new look, but the same core values that have been the foundation of our success for almost 90 years.



## Integrity

To do the right thing every time.



## Caring

To always interact toward others with empathy and compassion.



## Excellence

To consistently be the best in all we do.



## Teamwork

To act as one through collaboration, cooperation and communication.



## Perseverance

To tenaciously execute our objective.



# How we live and work the Wipfli Way

No matter where we sit or what our specialties are, we have a common bond: living and working the Wipfli Way.



“Being part of the Talent & Culture team gives me the opportunity to demonstrate our caring spirit to future associates through the recruiting and interviewing process. There is nothing better than being part of the initial connection with a candidate who then joins Wipfli.”

**Kathleen Hecox**

Talent Acquisition Specialist  
4 years, Denver, Colorado



“Our success comes from collaboration so we have a full understanding of how we can help each other. We rally together and support one another in the best possible way.”

**Jyoti Pai**

India Service & Delivery Leader  
8 years, Bengaluru, India



“We respect our different lived experiences and tap into our shared ones. At Wipfli, every person is a valued member of the team.”

**Adam Kouhel**

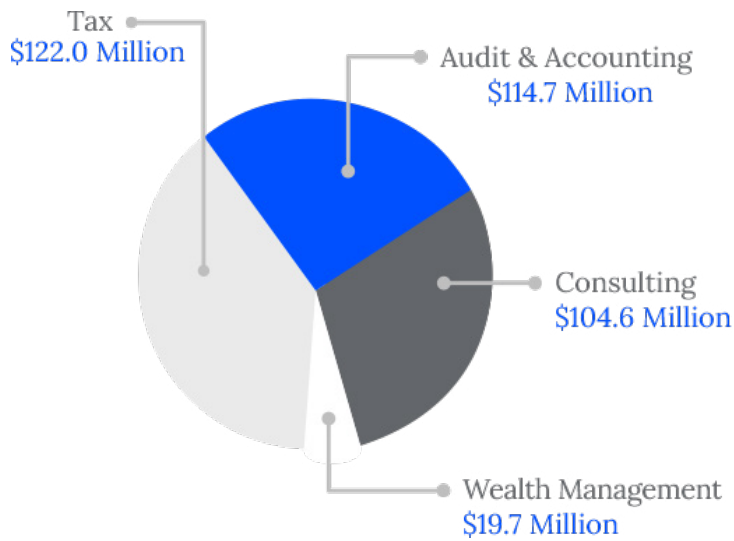
Technology Consultant  
2 years, Chicago, Illinois

# FY19 in brief

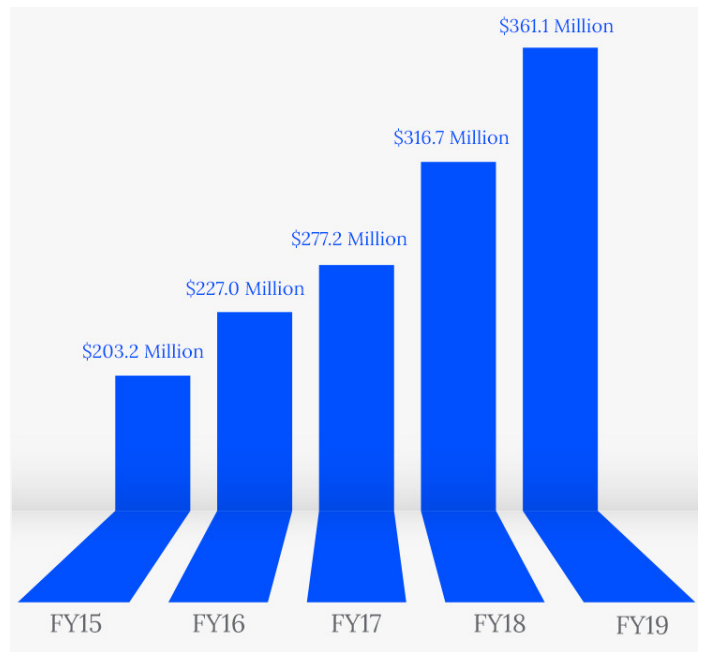
**\$361.1 million**  
FY19 net revenue

**14%**  
Increase from FY18

Net revenue by service



Net revenue FY15 - FY19



# Wipfli stats

47

Offices

259

Partners

4

New partners

2,173

Associates

9 years

Average associate tenure

# Performing while we transform

In FY19, Wipfli and Wipfli Financial Advisors received several awards and honors, validating our aggressive growth strategy and our chosen path of

transformation through Wipfli 2025. Our awards are a testament to our commitment to exceeding client needs and dedication to being their trusted advisors.

[#5 - Accounting Today's Wealth Magnet's List \(Wipfli Financial\)](#)

[#12 - Accounting Today's The 2018 VAR 100](#)

[#19 - Accounting Today's Top 100 Firms](#)

[Accounting Today's 2019 Best Firms for Technology](#)

[Microsoft 2019 MSUS Partner Award - Partner for Social Impact](#)

[#62 - Financial Advisor's 2018 RIA Ranking \(Wipfli Financial\)](#)

[Sage Intacct 2018 President's Club](#)

[SAP Concur Partner of the Year](#)

[Outstanding Sage Intacct Customer Satisfaction](#)

[Bob Scott's Insights VAR Stars](#)

[Mark Stricker & Rich Kane Top 100 ProAdvisors](#)

[Best Accounting Firm, New Hampshire](#)

[Best of Business Award in the Twin Cities \(Wipfli Financial\)](#)

# Wipfli 2025 in action

With change as our constant, we're dedicated to bettering ourselves and enhancing our client service through three key Wipfli 2025 initiatives.

## Digital connection

To deepen our client relationships, we continue to embrace high-tech solutions and communication channels with the next generation in mind. Our digital connection initiative is designed to enable seamless integration between our clients and associates for an unparalleled client experience. This focus on closer connections puts engagement and effectiveness at the forefront of our relationships, while maintaining a personal touch with our specialized knowledge.

## Industry-driven market leadership

We are investing in our industry-focused model by ensuring associates' skill sets are well-developed and acquiring additional industry-focused talent, with the goal of helping clients achieve their strategic objectives. Our aggressive M&A strategy enhances our industry specializations by bringing additional capabilities to the industries we serve and will serve going forward.

## Consultative mindset

The consultative mindset invests heavily in associates enhancing their skillsets. The value a consultative professional provides comes from their knowledge and insight, not just from their products and services. It comes from their ability to actively listen in order to identify new opportunities, find new solutions and foresee future business problems.

A consultative professional's value is in their ability to be proactive and articulate these challenges and opportunities to the client. This is our approach and mindset we are striving to ingrain with our team.

132

# Tech innovation

In 2019, we launched our knowledge management system, WipfliKMS. Designed with our clients in mind, WipfliKMS is designed to be an omni-channel experience that will provide clients with online access to our professionals and their extensive knowledge.

Our partnership with Microsoft ensures we are using a cutting-edge AI platform to provide a seamless experience. Going forward, we will be deploying WipfliKMS to clients and partner firms in order to share our knowledge and best practices, enhancing our position as industry-leading advisors.



# Deeper integration

## June 2018

In June 2018, Hewins Financial Advisors, LLC made strategic changes to its leadership structure. Becoming Wipfli Financial Advisors, LLC, the firm deepened its integrated partnership with Wipfli and CPA-affiliated philosophy while maintaining a client-centric mindset. Together the firms can more holistically serve clients' financial needs while driving growth and enhancing associates' professional development.

[Read the announcement](#)

## February 2019

Wipfli Financial Advisors announced Jeff Pierce as the new Chief Executive Officer in February 2019. Under his leadership, the firm has taken strides in developing its next chapter and helping strategically further Wipfli Financial as an industry-leading advisory firm through a commitment to a holistic client experience integrated with Wipfli capabilities.


[Read the news](#)

“We have navigated major change in the last year, and we are excited about our focus and direction of aligning closer with the Wipfli team. With the partnership, we are moving forward with a unified vision for the business to become a truly trusted advisor and provide more personalized and comprehensive service to our clients.”

— *Jeff Pierce, CEO, Wipfli Financial Advisors*

# Expanding our footprint

In FY19, we welcomed three firms to Wipfli. This aggressive growth expands our footprint and our services in order to fully meet our clients' needs and provide an increasingly diverse and well-rounded range of services.

A stylized map of the United States in light gray. A blue callout box with a white border is positioned over the West Coast. A blue line extends from the box to a blue circular marker on the California coast. Above the marker is a blue teardrop shape containing the white letters 'CA'.

In June 2018, we welcomed Ukiah, California-based Price Waterman to Wipfli, positioning the firm to continue to be one of the leading firms serving healthcare organizations on the West Coast.

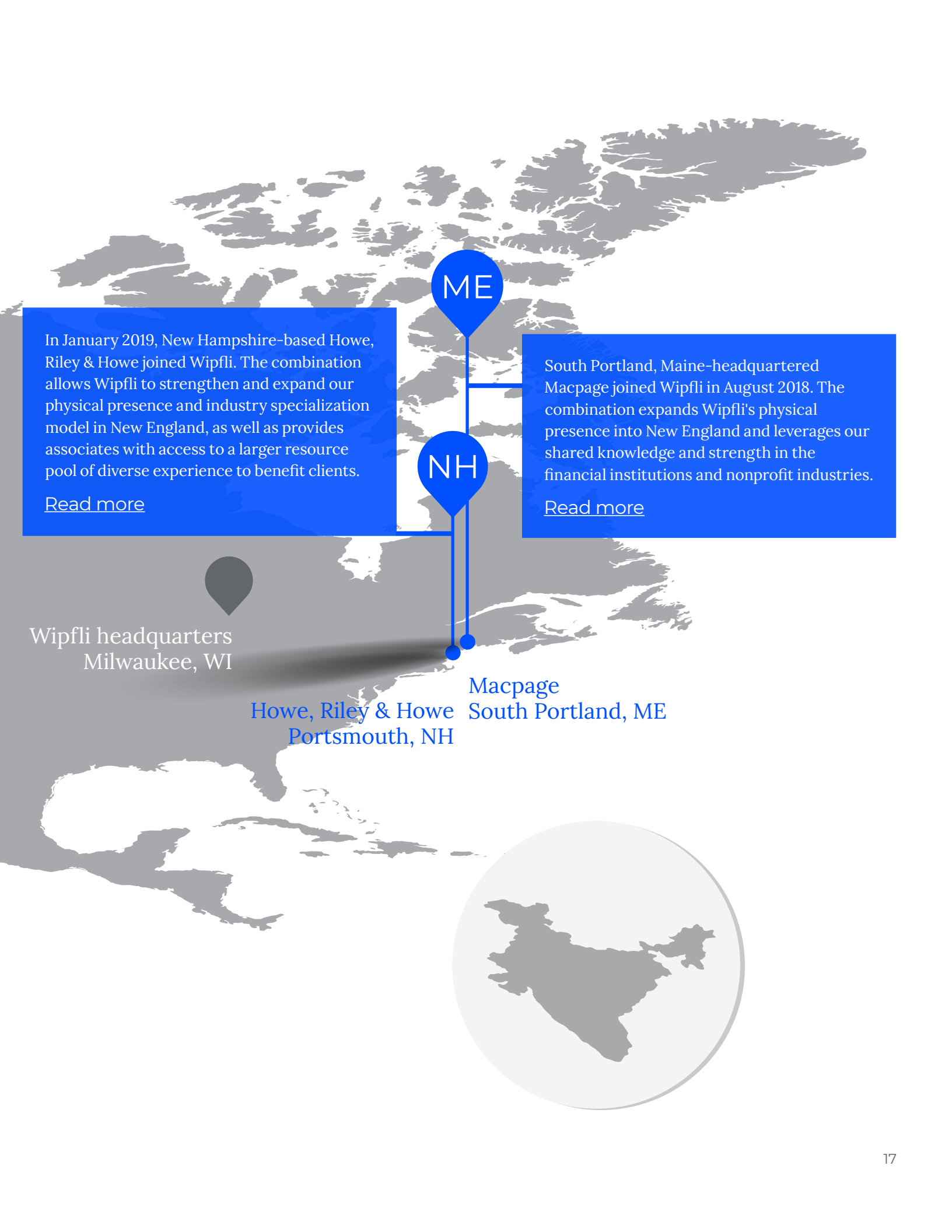
[Read more](#)

Price Waterman  
Ukiah, CA

“Our M&A strategy serves as an accelerant as we strive to be the leader in our markets, build out our new and existing industries, and add new skill sets and talent to the firm.”

— Dale Muehl, M&A Partner





ME

In January 2019, New Hampshire-based Howe, Riley & Howe joined Wipfli. The combination allows Wipfli to strengthen and expand our physical presence and industry specialization model in New England, as well as provides associates with access to a larger resource pool of diverse experience to benefit clients.

[Read more](#)

South Portland, Maine-headquartered Macpage joined Wipfli in August 2018. The combination expands Wipfli's physical presence into New England and leverages our shared knowledge and strength in the financial institutions and nonprofit industries.

[Read more](#)

NH

Wipfli headquarters  
Milwaukee, WI

Howe, Riley & Howe  
Portsmouth, NH

Macpage  
South Portland, ME

Trusted

advisors

199

Interns

109

Campus hires

491

New hires

36%

Increase of new hires over FY18

118

New hires via associate referrals

18,240

Hours of associate-attended trainings (internal & external)

804

CPA licenses

51

New CPA certifications

# Client satisfaction

82,408

Total clients in FY19

15,064

New clients in FY19

## Client Satisfaction Index (CSI) Ranking

Our annual Client Satisfaction Index measures how well our performance meets or exceeds client expectations. Our 2019 score came in at almost 90%, demonstrating that Wipfli 2025 has set us on the path of continued success, and that our commitment to executing with the client is our key differentiator.

## Net Promoter Score

The Net Promoter Score (NPS) is an index ranging from -100 to 100 and measures the willingness of customers to recommend a company's products or services to others. Wipfli's NPS came in at 63.2, well above the industry average of 24.0.

# Success stories

Across industries and markets, we're committed to identifying and implementing innovative solutions that match the unique needs of each client. Here is a selection of our success from coast to coast.

## Yeled v'Yalda

Over the past 20 years, Yeled v'Yalda has experienced amazing transformation. It has grown from a less than \$20 million Head Start-focused program to a \$95 million diverse family services agency. Further growth is on the horizon, but achieving its \$125 million funding goal means continuing to innovate – this time to successfully implement a succession plan from its founder and CEO to a second generation of leadership. This change requires bringing along the entire leadership team and maintaining the organization's unique and successful culture.

As Yeled v'Yalda's longtime trusted advisor, Wipfli was asked to help transform the organization from the inside out. In order to create a strategic transition plan, both Wipfli and Yeled v'Yalda needed to understand the current culture and the leadership team's strengths, weaknesses and needs

That meant delivering hard data. Using interviews, the Predictive Index, and Human Synergistics' assessment and development tools, Wipfli demonstrated how different leaders were impacting the organization of 2,000-plus people. This revealed leadership development opportunities and specific areas of coaching to help get them where they need to be to continue Yeled v'Yalda's successful growth strategies.



Ultimately, transforming the organization required evolving the way its leadership team perceived their responsibilities. And it involved enabling them to make tough but strategic decisions to redefine roles and even scope out hiring a new chief operating officer and HR leader from outside this tightly knit, community-oriented organization.

Inclusive change management was the key to success, but coaching on strategic thinking, culture, and how to use data in key development activities, laid the foundation. When you develop your leaders, teams and culture, you set yourself up for even greater innovation throughout the rest of your organization.

# Success stories

## SU Group

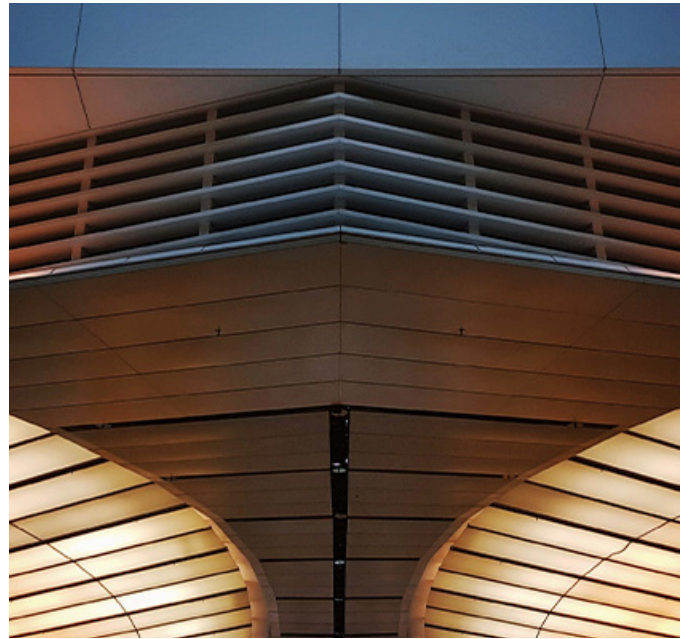
As a long-time and successful equipment maintenance program provider, SU Group knows how essential it is to maintain long-term customer relationships. Sustaining these relationships requires robust tools and timely underwriting data and loss data for its leadership, sales and underwriting teams to use.

The company was relying on its own internally developed historical loss data to prepare reports used for business planning. However, the company's management found that these reports often contained raw data that needed to be refined to make it useful. SU Group's management also noticed that as its customer relationship management (CRM) software had evolved, its use by the sales team was falling.

SU Group reached out to its trusted advisor Wipfli for potential solutions.

After assessing SU Group's situation, Wipfli identified Microsoft Power BI – a business analytics tool that provides real-time, customized business intelligence – as a possible solution to both the internal reporting and CRM adoption concerns. Through Power BI, SU Group's president could access reports directly through his phone, and the data contained in the reports was better refined and updated in real-time.

The president also found that Power BI enabled him to easily customize the reports with filters. Both he and other leadership team members were impressed with these features and realized that Power BI could be used for more than tracking sales numbers



– it could improve overall decision-making for the business.

While Wipfli worked with SU Group's IT Department to build out Power BI dashboards and implement the tool, the firm's experienced change management team was also able to work with SU Group's sales team to increase adoption of the CRM software and systems. This helped streamline the company's generation and pipeline activities, leading to greater collaboration between departments and increasing the amount of data flowing into the system

Transformative ways of thinking about processes, technology adoption and data make this a story of innovation for SU Group. Its team is now primed for greater growth and success well into the future.

# Success stories

## Van Zeeland

The best family business leaders know when financial success is occurring and lifestyles seem comfortable, standing still in manufacturing is not an option. These leaders are always in search of options to become their very best, grow strategically and manage leadership succession effectively.

The president of family-owned Van Zeeland Manufacturing was in the succession process and had the foresight to equip the next generation with supportive resources that would move the business further down the path. He turned to Wipfli for their manufacturing experience and strategic tools necessary to embrace his vision.

The first focus was operational. There appeared to be questions relative to actual overhead costs to manufacture different types of components, as well as accuracy of gross profits at the component and customer levels.

Wipfli conducted job-costing workshops with the Van Zeeland leadership team. Together, they broke down cost pools, developed true overhead allocations, and discovered different perspectives of gross margins. Van Zeeland's team quickly discovered some key customers and products were costing them more than anticipated, and their estimating business rules were in need of change.

As difficult as it seemed, parting ways with profit-draining customers allowed Van Zeeland to be laser-focused on lines of business with greater profitability potential and new information that made estimating more accurate.



The second focus was cultural. Wipfli helped mentor Van Zeeland's next generation of leaders in lean improvement, allowing them to see the business, its operations and its people differently. Weaving continuous improvement into the estimating and quoting process seemed like a natural starting point to win more good business and quote more accurately with less effort. With Wipfli's guidance, they broke down the existing process, targeted where improvement needed to occur and reassembled to be their very best.

Van Zeeland's leadership – both present and future – is clearly on the path of a smooth transition into the future, and Wipfli has gained a new meaningful relationship with a very promising future.

# Success stories

## The Green Bay Packers

As one of the most storied sport franchises in the world, the Green Bay Packers require an advisor who provides honest feedback and a focus on their long-term vision. Wipfli has done just that for nearly a century.

As the Club and NFL have grown, so has Wipfli's ability to be of service. The firm's relationship with the Packers has evolved from establishing their initial books and records to providing audit and tax services, including NFL-required reporting for salary cap purposes and team comparability. In recent years, consulting services, including performing cost segregation studies, compensation studies, and interpreting revenue recognition's impact on the Club's financial statements have added value to the organization. Wipfli's ability to combine our specialized expertise with a Wipfli Way service mentality set the firm apart.

In recent years, the Packers have taken on a number of expansion projects to increase their future financial viability. Wipfli suggested cost segregation studies, allowing the team to properly classify asset additions in their appropriate depreciable categories. This technique accelerated their depreciation expense, ultimately providing them with a significant amount of cash flow from current tax savings.

Wipfli was involved with arguably the most important expansion project in Lambeau Field history in 2003. The old Lambeau Field facility was no longer financially viable, so the Club was faced with a referendum to approve a sales tax measure to move forward with a significant stadium renovation.

The first step in the referendum was a financial presentation to the non-partisan Legislative Audit Bureau (LAB). After the LAB reviewed and gave their support to the budget, plans and projections, the referendum passed through the state legislature



and ultimately was approved by the people of Green Bay. By helping construct the projections, financial analysis and LAB presentation, Wipfli played a key part in getting the approvals and funding the team needed to survive in Green Bay.

Today Wipfli is a thought leader working with the NFL, the Club and other auditors on a variety of accounting and tax matters, such as the challenge of revenue recognition. The firm's forward-thinking and expertise in football matters has been recognized by these parties. This has placed the Packers in a leading position among the league, reinforcing that they are properly managed and have the advisory support they need for long-term success.

Although part of a national league, the Packers benefit from a local firm that's only a 10-minute drive from Lambeau Field. Wipfli has provided services, advice and forward-thinking solutions through the ups and downs of the Packers' history — the true marker of a relationship built on trust.

# Success stories

## Tulare

Tulare Regional Medical Center (TRMC) was facing a tough challenge: becoming the first hospital in California to reopen after declaring bankruptcy in September 2017.

But they were determined to succeed. As step number one, the Tulare Local Health Care District Board engaged Wipfli in October 2017 to assume management control of the hospital. The ultimate goal was to develop a plan to pay off its debt, gain financial solvency and reopen — all within one year. There were countless obstacles, including the fact that the District's current liabilities were over twice the amount of the current assets, compounded by the District losing \$39 million in the previous fiscal year ending June 2017.

Wipfli provided executive leadership in a hospital CEO, CFO, controller, chief administrative officer, revenue cycle support, and third-party reimbursement services.

To reach the overall goal, Wipfli delivered a full suite of solutions. The team analyzed the District's financial condition and developed a plan to meet its debt obligations. Wipfli's team was very instrumental in finding cash via accounts receivable collections and taking necessary steps to obtain millions of dollars of supplemental funding from the State of California to sustain the District throughout this process.



This team worked hand-in-hand with the board, its legal counsel and the bankruptcy counsel over the course of the following 20 months to get the hospital reopened and the bankruptcy plan developed and submitted to the court. This was all while simultaneously assisting the District board as it directed the research to find an operating partner, working toward the resolution of numerous lawsuits, seeking and obtaining operational financing, and marketing the District's other properties for needed cash flow to assist with financing the District as it moves forward.



One of the most critical efforts was to work with the board in rebuilding community relationships and trust. This included working to develop relationships with consumer groups and federal and state licensing authorities, as well as rebuild relationships with vendors who were owed debt and the doctors who had left TRMC. In the meantime, there were local and state investigations that required hundreds of hours of dedication to address. Wipfli provided significant leadership in all of these matters.

Wipfli worked with the board in creating a request for proposal (RFP) for management services and negotiated with potential management companies. Adventist Health, a very strong nonprofit healthcare system, was awarded the management contract and worked with the Wipfli team for three very intense months to successfully reopen the hospital a full two weeks before the one-year deadline. As part of this agreement, Adventist Health provided a \$10 million line of credit to the District to prepare the hospital for opening. In the November election, Adventist Health was rewarded with an 88% favorable vote from District residents, authorizing the District board to enter a long-term lease of the hospital with Adventist Health — a win-win for all. The key facets that Wipfli brought to this engagement were effective leadership and planning, communication and trust-building skills, and extensive experience in all facets of

hospital operations. It was the ultimate turnaround challenge, and it took an entire team effort led by the board, legal counsel, bankruptcy counsel, Wipfli, Adventist Health, physicians, the hospital foundation, employees and countless community members to achieve this tremendous accomplishment.

# Success stories

## Schwieters Auto Group

Schwieters Auto Group owns and operates three dealerships in central Minnesota. Since its owners began working with Wipfli over 20 years ago, they've built a trusted relationship that emphasizes strategic advice.

While the owners originally engaged Wipfli for accounting and tax solutions, they realized they could also use Wipfli's wide range of consulting services to help them grow and pursue long-term success.

Using solutions like enhanced tax planning, streamlined processes, strategic benchmarking and M&A advice and analysis, Schwieters Auto Group has become one of the most profitable and successful dealership groups in Minnesota. Just engaging Wipfli's cost-segregation studies has saved the group millions when acquiring a dealership – and increased its cash flow.

Each year, the Wipfli team performs year-end benchmarking analyses and planning in order to help Schwieters Auto Group build out the following year's strategy and help make sure it's continuously improving its operations. Wipfli's ongoing communication with shareholders updates them on industry trends and explains the year's profit distribution.

On the tax side, the Wipfli team provides comprehensive tax planning to fully leverage the changes in tax reform. The team also helps Schwieters Auto Group streamline the closing of its books and tax reporting and provides a full review of existing operations and potential acquisitions.



This streamlined reporting process allows the team to be proactive in tax decisions and focus forward.

Schwieters Auto Group knows Wipfli is only a phone call away and is always available to talk strategy, from leveraging tax credits to planning an acquisition. With Wipfli, they can make decisions and move forward quickly – an essential need for a dealership group.

# Success stories

## Robert E. Lee Ranch

Located in central Montana, Robert E. Lee Ranch is a diversified cow/calf and small grain operation. The ranch is owned and operated by Bob and Kathy Lee, who purchased their first piece of ground in 1969

At 70 years old, Bob and Kathy decided to formally transition ranch operations and the family property to their three children. But since only the couple's son and daughter-in-law worked in the day-to-day operations, how best to proceed with the transition presented numerous challenges. What's more, Montana's high land values presented heavy tax risks.

The Lees were familiar with Wipfli from the firm's involvement in the Montana Stock Growers Association. Knowing Wipfli had the industry experience they were looking for, Bob and Kathy asked for guidance.

In structuring the transition, Wipfli set out to establish a healthy balance between fairness and continued ranch profitability. This balance started by first understanding the family's unique dynamics. By collaborating with the Lees, the Wipfli team explored the best ways to transition the business to the son and his wife as on-ranch heirs, while also providing for the two daughters as off-ranch heirs.

Also challenging was properly addressing the relatively high value of the ranch real estate. An outright sale would be disadvantageous and result in costly tax liabilities. Mindful of the more favorable federal estate tax laws, Wipfli structured a hybrid plan to transfer land control and ownership both as a gift now and as an inheritance later.



The Lees now have the peace of mind that comes with a well-developed transition plan. Their succession plan preserves both family harmony and the family legacy. It positions the ranch for continued viability into the next generation with the least amount of financial burden. It supports the livelihood of those family members still working to sustain the company's operations, while fairly providing for remaining family members. And it saves potentially millions of tax dollars compared to the alternative of selling the business and dividing the assets.

# Team Rubicon

Wipfli is a premier partner of Microsoft, serving small and medium businesses and providing solutions for business applications, data and AI, apps and infrastructure, and productivity. By leveraging these solutions with disaster relief organization Team Rubicon, we were able to transform their volunteer management system through digital innovation.

With our solution, Team Rubicon is able to get their 99,000-plus volunteers where they need to be – enabling them to save more lives – and measure their dollar-for-dollar impact. As a result of our work leveraging Microsoft solutions for Team Rubicon, we were awarded Microsoft's 2019 MSUS Partner Award – Partner for Social Impact.

[Watch the video](#)

[Read about the award](#)



# Building relationships

Our partnerships deepen our profound knowledge, allow us to leverage the latest technology and ideas, and ultimately place us at the forefront of client service.

[Microsoft](#)

[Sage Intacct Premier Partner](#)

[SAP Concur - App Center Partner](#)

[HITRUST CSF Assessor Council](#)

[Chamber of Digital Commerce](#)

[NetSuite](#)

[iSolved](#)

[Paladion](#)

[Cybersecurity Tech Accord](#)

[NormShield](#)

[KnowBe4](#)

[NetHope](#)

# Creating lasting, positive impact

## The CEO Pledge

Our annual Client Satisfaction Index measures how well our performance meets or exceeds client expectations. Our 2019 score came in at almost 90%, demonstrating that Wipfli 2025 has set us on the path of continued success, and that our commitment to executing with the client is our key differentiator.

1

Make Wipfli a trusting place to have complex, and sometimes difficult, conversations about diversity and inclusion.

2

Implement and expand unconscious bias education.

3

Share best – and unsuccessful – practices.

4

Create and share strategic inclusion and diversity plans with our board of directors.

## Mission

In November 2018, we formed the Diversity, Equity & Inclusion (DEI) council at Wipfli. The DEI council's goal is to enhance our work environment in order to recruit and retain a workforce that reflects the diversity of our communities, our clients and the world around us. The council provides a forum for identifying and sharing learning, programs and practices that are designed to enhance diversity, inclusion, equity and the Wipfli Way.



## DEI for community

"To reflect the clients and communities we serve, the DEI council aims to create an inclusive work environment that thrives on the potential and contributions of all Wipfli associates."

— *Maureen Pistone, Chief HR Officer and  
Lauri Roberts, Partner & Board member*



# Giving back

202

Nonprofit boards our  
people serve on

5,400

Hours donated on  
Community Day

71

Organizations  
benefitted on  
Community Day

21

Communities benefitted  
on Community Day

300+

Organizations benefitted  
in FY19



# Community Day

One of the biggest and most anticipated days of the year at Wipfli is Community Day. This firm-wide event is hosted with nonprofit service organizations around the country. Our associates spend the day volunteering in the communities where they live and work, touching the lives of others in an important, impactful way.

As part of Wipfli's service-oriented culture, we encourage our associates to pursue their own

passions and provide them with the flexibility to take an active role in their communities. Many of them are proud members of nonprofit boards, regularly volunteer at organizations and donate to those in need. Together, [#WipfliGivesBack](#) all year long to deepen our roots in and uplift all our communities.

[Watch the video](#)



# Evelyn Wright Moore Award for Innovation Excellence

Wipfli is proud to recognize achievement in the nonprofit space with the Evelyn Wright Moore Award. Evelyn was President and CEO of Brazoria County Head Start Early Learning School, Inc. in Angleton, Texas, and attended every [Wipfli National Conference](#). She was a champion of innovation who exemplified lifelong learning and always empowered her organization to better serve the community. Wipfli continues Evelyn's legacy by recognizing other impactful nonprofit leaders with a [\\$2,500 donation](#) to the organization.

In July 2018, the recipient was Arkansas Early Learning, Inc. of Little Rock, Arkansas. They were chosen for creating an environment of change and cultural innovation, ultimately creating greater impact in their community.



## Elizabeth Peters scholarship

In FY19, Wipfli launched the Elizabeth Peters scholarship through the WICPA. The scholarship honors the firm's first female partner and the first female partner in a CPA firm in Wisconsin. The inaugural scholarship of \$2,500 was awarded to a UW-Stevens Point student.

# Wipfli Foundation

With education being such an important pillar of our communities, the Wipfli Foundation charity and donation-matching program supports the universities and colleges our associates attended — representing our commitment to life-long learning.

\$138,750

Awarded to 23 universities  
& three state societies

\$14,000

Associate contributions matched  
to designated universities

5

Universities with students receiving an A in  
Intermediate Accounting given textbook reimbursement

Thank

you

FY19 was a success  
because of you — it drove  
our ability to innovate,  
create and deliver.

Thank you for the opportunity, and we look  
forward to continuing down this path of  
transformation together.

**WIPFLI**