

2017 win
WOMEN'S INITIATIVE NOW!

ANNUAL REPORT



BPM

2017 WIN! ANNUAL REPORT



Michelle Ausburn
win! Partner Chair

Research continues to build on the importance of gender equity and its impact on the economy. Companies that elevate women to leadership positions, perform better in productivity and profitability.

A recent study by The Peterson Institute for International Economics reveals that having more female leaders in business can significantly increase profitability. The survey analyzed results from 21,980 global, publicly traded companies, in 91 countries from various industries and sectors and showed that having at least 30% of women in leadership positions, adds 6% to net profit margin. Additionally, women in leadership positions harness the power of diverse thinking, which leads to more collaboration, inclusion, creativity and mentorship.

Through win!, Women's Initiative Now!, we focus on creating opportunities that improve women leadership participation from its current level to a level that is more reflective of women in the workforce. Specifically, the program's goals are designed to: ensure a culture that enhances the retention and recruitment of women; enhance the personal development of a woman's career at all stages; and increase the visibility of their success.

In our first annual win! Report, we celebrate our accomplishments and continue to measure our progress in order to build on our success. We invite you to learn more about the importance of advocating for women leaders in our industry, community and world.

There's only one you. You own your story.



Jim Wallace
Chief Executive Officer

WIN! ADVISORY COMMITTEE

Michelle Ausburn
win! Partner Chair

Beth Baldwin
Chief People Officer

Rich Bellucci
Chairman of the Board

Jessica Hekmatjah
Director of Marketing &
Corporate Development

Jim Wallace
Chief Executive Officer

Edward Webb
Corporate Finance Practice
Group Chair

Julie West
Corporate Tax Chair

WIN! MISSION

Through win!, we implement programs to improve women leadership participation from its current level to a level that is more reflective of women in the workforce.

WIN! GOALS

- Create an awareness of the differences between men and women in thought and approach
- Elevate our female employees to maximize their visibility and influence within the Firm and in the community
- Increase the number of women in leadership roles, specifically at the partner level
- Ensure a culture that enhances the retention and recruitment of women
- Increase exposure of the successes and accomplishments of women professionals
- Enhance personal development at all stages of every woman's career

FOUR ELEMENTS CRITICAL TO OUR SUCCESS

1 Communication and Culture

2 Commitment

3 Education and Training

4 Transparency and Accountability

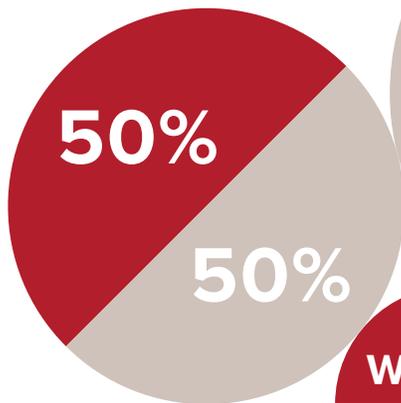
A BUSINESS IMPERATIVE

- The sustainability of our business depends on our ability to attract top talent and to retain and advance that talent.
- Research shows that organizations with diverse leadership teams outperform those with homogenous leadership teams.
- Sustainable growth models are at risk if a significant portion of the accounting profession is not maximizing its potential.
- Research shows a need for diverse talent to effectively address increased complexity in business.
- Firms are losing a significant portion of their eligible, talented candidates for partnership and succession.
- A firm's inability to create a family and gender-friendly environment is known to be detrimental to both staff and client retention.

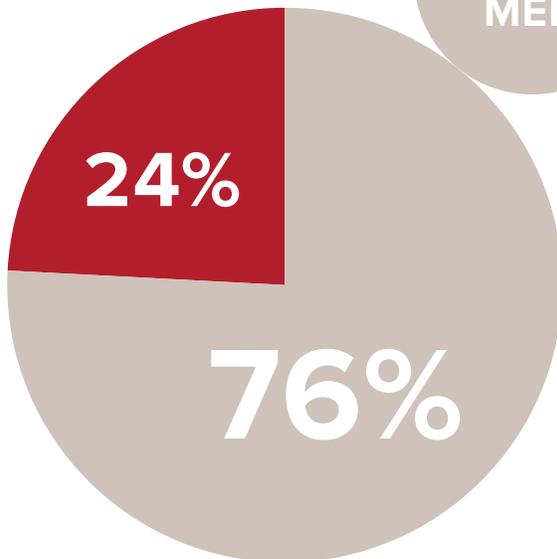
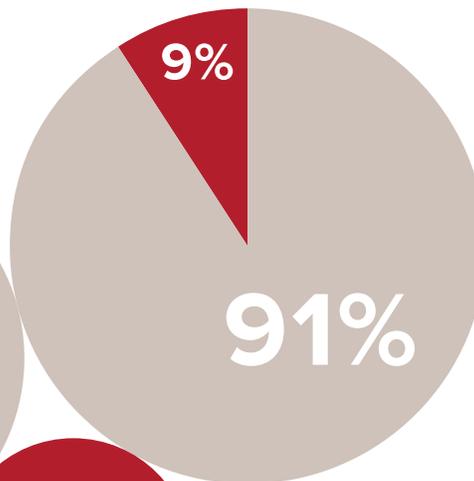
BY THE NUMBERS

- Women account for nearly half of the American workforce but make up an average of 19.9% of S&P 500 corporate boards.
- Women have represented about 50% of new CPAs in the accounting profession since the late 1980s. Yet today, women account for less than 9% of all CFOs and 24% of partners in CPA firms nationwide.
- Of the 43 partners at BPM, 26% are women, while 40% of our Management Committee is comprised of women. This is one reason why the Accounting and Financial Women’s Alliance and American Women’s Society of CPAs recognized us as one of the “Best Public Accounting Firms for Women” for the third consecutive year.

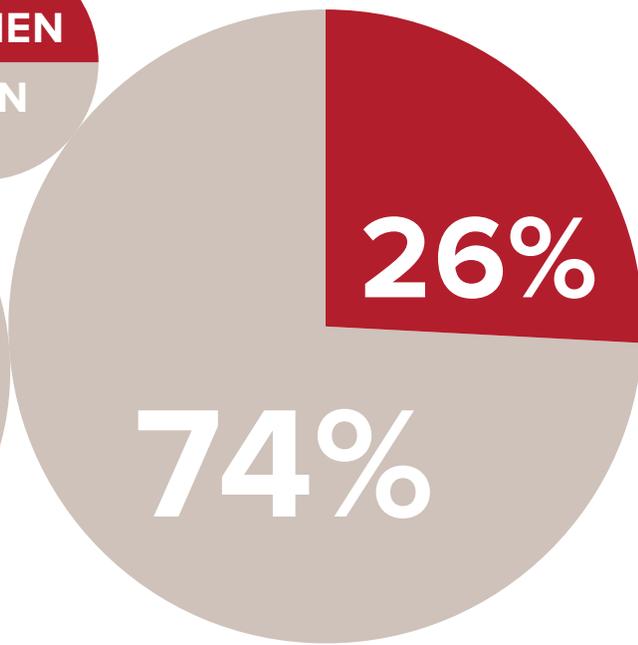
**New CPAs
Since 1980s**



CFOs



**Partners
(in the Industry)**



**2017
BPM Partners**

YEAR IN REVIEW—2017

2017 has been an exciting year for win! and we continue to build on our success. Through education and training, we're developing a strategy to increase female representatives both within the Firm and also in our communities. We're proud to share that these organizations recognize our achievements.



AICPA Women's Initiatives Executive Committee

Jim Wallace has been appointed to the AICPA Women's Initiatives Executive Committee for the 2018-2019 volunteer service year. The WIEC's mission is promote and support the success of women for the broader purpose of sustaining the profession by creating an inclusive environment, increasing talent engagement and leadership opportunities for women.



Vault Accounting 50—Vault.com

BPM ranked #1 in Diversity in Vault's Quality of Life category and #21 in 2018 Vault Accounting 50.



Best Place to Work in the Bay Area—

San Francisco Business Times and Silicon Valley Business Journal

This is the third year in a row BPM has been recognized as a "Best Place to Work," and the only CPA firm included in the Top 10 Large Company category in 2015 and 2016.



Best Public Accounting Firm for Women—Accounting MOVE Project

Named to Best Public Accounting Firms for Women list, released by Accounting and Financial Women's Alliance and American Women's Society of CPAs for the third consecutive year.



BPM's Real Estate Group Wins ELEVATE Award for Corporate Leadership

This honor is awarded to a company that promotes equality in the workplace and that has strong programs in place to advance women and/or culturally diverse employees within the commercial real estate industry. BPM was the only CPA firm included among the 13 firms nominated for this award.



Kathy Wong Recognized as CalCPA's Women to Watch 2017

CalCPA, in partnership with the AICPA and its Women's Initiatives Executive Committee, honors women who have made significant contributions to the accounting profession and who demonstrated outstanding leadership.



BPM's Meredith Johnson Elected to CalCPA's State Board of Directors

Meredith Johnson, a Director in BPM's Tax Practice, has been elected to the California Society of CPAs' State Board of Directors. She is one of four Council Representatives who will serve for a staggered two-year terms.



Proud Firm Member of the Bay Area Council

Jim Wallace serves on the Board of Directors and many of our leaders are actively involved in the Bay Area Council's Gender Equity Committee which advocates for policies that promote women in the workforce and enhance workplace cultures of equality. We were also featured in their [Gender Equity Guide](#) discussing the strategic initiatives needed to establish a healthy workplace.

SPOTLIGHT ON FEMALE LEADERS

Below are some of our female leaders, who have made a profound impact on our community and are committed to delivering the best results to our clients.



Michelle Ausburn
Partner, Assurance
Craft Beverage Industry Group Leader

“Know your personal core values. Throughout our lives we are faced with challenges and opportunities, and are expected to make tough decisions that impact our personal and professional lives. If you are conscious that each choice you make is aligned with what matters to you most, you will always make the right one.”



Savitha Gurumoorthy
Chief Information Officer
Corporate Services Team

“In order to be successful one should have integrity, intelligence, energy, be collaborative and easy to work with.”



Jackie Matsumura
Partner, Tax
Real Estate Industry Group Co-leader

“Raise the bar for yourself and do more than what you are supposed to or are asked to do.”



Carol Spindler O'Hara
Managing Assurance Partner, North Bay
Wine Industry Group Leader

“I am very proud of recruiting one of our senior managers to BPM. I promised her that at BPM she would enjoy more flexibility and balance as a working mother, while also being challenged. A year and a half ago she made partner—that was one of my proudest moments!”



Julie West
Corporate Tax Chair
Life Science Industry Group Co-leader

“I am a woman—I don't pretend to be a man. As the workforce becomes more diverse, I'm excited about meeting clients and colleagues who are proud to be themselves.”



Kathy Wong
Partner, Tax
Private Client Services Industry Group

“Challenge yourself and step outside of your comfort zone!”

ABOUT BPM

Founded in 1986, BPM is one of the largest California-based public accounting and advisory firms, ranked as one of the 50 major firms in the country. With six offices across the Bay Area—as well as offices in Oregon, Hong Kong and the Cayman Islands—we serve emerging, mid-cap, and closely-held businesses as well as high-net-worth individuals in a broad reach of industries. From financial services, technology, life science and consumer business to real estate, nonprofits, wine and craft beverages, we are committed to the success of our clients.

#BecausePeopleMatter #BPMwin

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