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Contact: Joanne Cleaver, Wilson-Taylor Associates, Inc.

Phone: 414.395.6876 / Cell: 414.232.3181

jycleaver@wilson-taylorassoc.com

**CAN WOMEN ACCOUNTANTS DO WELL BY
DOING GOOD?
2012 ACCOUNTING MOVE PROJECT AIMS TO
FIND OUT**

*2012 Report to Focus on How Innovative Firms Advance Women Through
Strategic Community Service*

Chicago, December 7, 2011 -- How does strategic volunteering enable women to advance at public accounting firms? Many women, and many firms, take it for granted that community service somehow results in career-enhancing opportunities and skills. Exactly how that happens will be the focus of the 2012 Accounting MOVE Project Report.

Open now for firm participation, the Accounting MOVE Project Report measures and supports the advancement of women in the public accounting profession. Each year, the report concentrates on a dynamic critical to the advancement of women in the profession, while continuing to measure the progress of women in the leadership pipeline.

Women are clustered at the brink of firm partnership and firms need fresh ideas for equipping them to qualify for partner. According to the 2011 Accounting MOVE Project report, women

comprise 46% of accounting professionals; 38% of senior managers; 25% of directors and only 17% of partners and principals. Community service might be one overlooked venue for breaking the logjam in the final push to partnership.

Registration for the survey is now open at www.wilson-taylorassoc.com. The Accounting/MOVE Project is co-sponsored by the American Society of Women Accountants (ASWA) and the American Woman's Society of Certified Public Accountants (AWSCPA). Accounting firms of all sizes are strongly encouraged to participate. The aim of the project is to equip firm leaders and women with practical strategies proven to advance women and build business.

Founding sponsor Moss Adams LLP and National sponsor Rothstein Kass, P.C. support the Accounting MOVE Project.

"Moss Adams is proud to be the founding sponsor of the Accounting MOVE Project, and we're very passionate about this year's focus on the connection between volunteerism and advancement," said Tammy Young, Managing Director of Human Resources. "As a firm, we make supporting the communities in which we live and work a priority, and we encourage our women to engage in community efforts on their own and through Forum_W—our effort to attract, retain, develop and advance women. Women across our firm donate their time, resources and energy to a variety of causes, and as a result they grow their external network, advance their careers and satisfy their altruistic needs."

"Since the launch of the Rothstein Kass LIFE Program, one of its primary objectives has been to assist team members in enhancing work / life integration. While we are extremely proud to be consistently recognized as a great place to build a career, we have never been content to rest on our accomplishments. We continue to evaluate ways to help our professionals apply the same passion and dedication they bring to client service to outside interests that are as diverse as our organization itself," said Rosalie Mandel, a Principal and founder of the Leadership, Inspiration, Family & Empowerment (LIFE) Program at Rothstein Kass. "Increasingly, Rothstein Kass team members have expressed interest in becoming more involved in charitable and philanthropic activities and have looked to our firm and the LIFE program to facilitate community service opportunities. Particularly among the younger generation, the preference is for direct participation in philanthropic initiatives that support local communities."

"ASWA is pleased to continue its partnership in the MOVE Project in order to track trends, recommend best practices, and ultimately enhance career opportunities for women in accounting and finance," said Lee Lowery, ASWA's Executive Director. "Our members have benefitted personally and professionally from their volunteer activities, and we look forward to participating in the 2012 MOVE Project's study of strategic community service."

"The AWSCPA originally partnered with Wilson-Taylor Associates on this project because it has seen many of the same trends and challenges affecting women in the accounting profession for the past 78 years," said AWSCPA executive director Kimberly Fantaci. "While climates and cultures have changed, the reality remains and the AWSCPA is committed to working on solutions and improvements for women in the accounting profession. The information provided

in the 2011 report will have long-term benefits and assist those involved in the profession in meeting and exceeding their goals and we look forward to participating in the 2012 MOVE Project's study involving community service and its impacts."

The project is based on the MOVE methodology, developed by research partner Wilson-Taylor Associates, Inc., which investigates the factors proven to be essential to women's career success:

M – Money: fair pay practices;

O – Opportunity: advancement and leadership development;

V – Vital supports: work-life programs that remove barriers; and

E – Entrepreneurship: operating experience for managing or business ownership

"We are looking forward to understanding new ways that women rise to leadership through involvement outside their firms," said Joanne Cleaver, President of Wilson-Taylor Associates, Inc., which designed and manages the Accounting MOVE Project.

About the Accounting/MOVE Project Partners

MOSS ADAMS LLP

Certified Public Accountants | Business Consultants

Moss Adams is one of the largest accounting and consulting firms in the nation. Together with its affiliates, the firm provides insight and expertise integral to its clients' success, serving public, private, and not-for-profit enterprises across the nation and in a wide range of industries.

Moss Adams LLP is a national leader in assurance, tax, consulting, risk management, transaction, and wealth services.

Moss Adams Wealth Advisors LLC provides investment management, personal financial planning, and insurance strategies to help clients build and preserve their wealth.

Moss Adams Capital LLC offers investment banking and strategic advisory services, helping clients create greater value in their business.

Rothstein Kass

Rothstein Kass is a premier international professional services firm that has served privately held and publicly traded companies, as well as high-net-worth individuals and families, for over 50 years. Beyond audit and tax services, the firm provides a full array of integrated advisory services, including strategic business counseling, regulatory compliance and SEC services, insurance and risk management consulting, and family office services.

ASWA

American Society of Women Accountants

Founded in 1938, ASWA provides women in accounting and finance the leadership, education and networking opportunities needed to achieve their career goals. More than seventy years later, ASWA is still the only organization that solely represents the interests of women in the entire accounting and finance community. The organization's mission is to enable women in all accounting and related fields to achieve their full personal,

professional and economic potential and to contribute to the future development of their profession. Visit www.aswa.org for more information.



AWSCPA is a national organization founded in 1933 dedicated to serving all women CPAs. The AWSCPA provides a supportive environment and valuable resources for members to achieve their personal and professional goals through various opportunities including leadership, networking and education. As the only resource exclusively for women CPAs and those aspiring to become certified, the Society provides information as well as scholarships to those in the profession. The Society is a leader in addressing concerns such as gender equity, the glass ceiling, and work and family issues. AWSCPA members work in all segments of the accounting and financial profession, from individual practitioners to professionals in industry, academia, and government, as well as partners in all of the largest firms. Visit the AWSCPA Web site at www.awscpa.org or call the Society's office at (800) AWSCPA1 (297-2721).



Wilson-Taylor Associates, Inc., has been designing and managing national research projects that measure the progress of women in the workplace since 1998. Its methodology pivots on factors proven to remove barriers so that women can fully participate in driving business results. Led by veteran business journalist Joanne Cleaver, its current and past clients include Women in Cable Telecommunications, Pink magazine, the Alliance for Workplace Excellence, Working Woman magazine, and others. Please see Wilson-Taylor's portfolio of work at www.wilson-taylorassoc.com.

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MEDIA CONTACTS

Andy Schwarz, Director of Public Relations
American Society of Women Accountants
703.506.3265
aschwarz@aswa.org

Kimberly A. Fantaci, Executive Director
American Woman's Society of CPA's
800.AWSCPA1 M: 937.313.1337
info@awscpa.org

Tricia Bencich, Human Resources Manager
Moss Adams LLP
206.302.6855
Tricia.Bencich@mossadams.com

Robert Solomon, Senior Manager, Public Relations
Rothstein Kass

212.997.0500 ext. 3918 direct: 917.438.3918
rsolomon@rkco.com

Joanne Cleaver, President
Wilson-Taylor Associates, Inc.
414.395.6876 M: 414.232.3181
jycleaver@wilson-taylorassoc.com