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ENGAGE OR EXIT? RETAINING RISING WOMEN LEADERS

WHY YOUNG WOMEN ABANDON PUBLIC ACCOUNTING CAREERS -- AND WHAT PERSUADES THEM TO STAY

2013 Accounting MOVE Report to Focus on Dynamics of Career Decisions

Chicago, September 26, 2012 --

What were they thinking?

That's what accounting firm leaders ask when promising women evaporate from the partnership pipeline. And that's what the 2013 Accounting MOVE Project will explore: why women leave at the senior staff and manager levels, and what tactics retain them.

According to the 2012 Accounting MOVE Project, women comprise 49% of senior staff at CPA firms and 52% of managers, but only 17% of partners and principals. The retention of rising women is critical to firms' growth.

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. The results will be published in a mid-2013 special edition of *Public Accounting Report*.

"We are delighted to ally with the Accounting MOVE Project as its exclusive media partner," said Julie Lindy, Editor of *Public Accounting Report (PAR)*. "The Accounting MOVE Project has developed a stellar track record of insightful analysis about crucial gender-related issues and trends in the accounting profession. In keeping with our history of independence and journalistic ethics, PAR has no financial interest in this partnership. Wilson Taylor Associates' reputation for integrity in research makes PAR proud and eager to work with them."

[Registration for the survey is now open](http://wilson-taylorassoc.com/move/accounting), and more information is available at <http://wilson-taylorassoc.com/move/accounting>. 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 deadline to register is December 21, 2012. The aim of the project is to equip firm leaders and women with practical strategies proven to advance women and build business.

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

"As the founding sponsor of the Accounting MOVE Project, Moss Adams is very excited about this year's focus on retaining and developing our pipeline of women," said Tricia Bencich, Human Resources Manager. "Women represent 24% of our partnership. To continue to increase the number of women in the highest levels of our firm, we must engage in conversations with women at the senior and manager level to identify what motivates them to have a long-term career in our industry."

"While Rothstein Kass has continually been recognized as a great place to build a career, we are keenly aware of the retention issue that exists among women in the accounting industry and we're committed to changing it," said Rosalie Mandel, Founder and Principal-in-Charge of the Leadership, Inspiration, Family & Empowerment (LIFE) Program at Rothstein Kass. "We founded the LIFE program years ago to help address the challenges women face every day and to give them the support they need to thrive in their careers and achieve the work/life integration they deserve. We are excited to sponsor the Accounting MOVE Project as we continue to raise awareness of and find solutions for this critical issue among women in the accounting industry."

"ASWA is pleased to continue its partnership with the MOVE Project in order to track trends, recommend best practices, and ultimately enhance career opportunities for women in accounting and finance," said Lee K. Lowery, CAE, ASWA Executive Director. "Our members have benefitted personally and professionally from the results of previous MOVE Project studies, and we look forward to participating in the 2013 MOVE Project's study of midcareer retention."

"The AWSCPA originally partnered with Wilson-Taylor Associates on this project because we have seen many of the same trends and challenges affecting women in the accounting profession in recent years. While economic climates and cultures continue to change, the reality remains and the AWSCPA is committed to working on solutions and improvements for women in the accounting profession and those who are looking for careers in the industry," said Kim Fantaci, executive director of the AWSCPA. "The 2013 report will assist those involved in the profession in meeting and exceeding their goals."

The Accounting MOVE 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

"Tomorrow's growth depends on the success of mid-level women. The 2013 Accounting MOVE Project Report will equip firm leadership to translate their understanding of the situation to action," 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).

PUBLIC ACCOUNTING REPORT



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Strategic communication firm 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, the Women's Transportation Seminar, the Alliance for Workplace Excellence, SitterCity, Ebyline.com, and many others. Please see Wilson-Taylor's portfolio of work at www.wilson-taylorassoc.com.

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