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**Pipeline to Finish Line:
2017 Accounting MOVE Project
to Outline Winning Strategies for
Propelling Women to Partner & Principal**

Annual survey is now open to public accounting firms of all sizes

Lexington, KY, September 19 –

The CPA profession is doing better than it ever has to advance women, but women still comprise [only 23%](#) of partners and principals. That's a challenge for succession planning, growth and workload management. The 2017 Accounting MOVE Project, "[Pipeline to Finish Line,](#)" will zero in on specific strategies and programs that propel that percentage past the 25% mark.

"The pipeline is not solving itself. Women are about half of incoming professionals each year, but drop out on the brink of partnership. This is unsustainable," said Joanne Cleaver, President of Wilson-Taylor Associates, Inc., the content strategy firm that manages the MOVE Project. "The profession can solve its talent gap simply by retaining more women at the senior level."

"This year's MOVE theme comes at a critical point in the progression of many women's initiatives across public accounting," said Jennifer Wyne, executive director of human resources for Moss Adams LLP, founding sponsor of the Accounting MOVE Project. "As firms continue to

implement more deliberate programs and succession planning strategies, the upcoming report will surface valuable best practices to continue to increase the number of women partners and leaders across the industry.”

“We are proud to participate as a sponsor of the Accounting MOVE Project, as we work together to elevate critical issues such as moving women through the pipeline,” said Risa Lavine, CohnReznick principal and chief of staff. “Simply put, firms with gender-balanced leadership are stronger, and we are looking forward to discussing CohnReznick’s strategies to retain and advance women.” CohnReznick is the national sponsor of the Accounting MOVE Project.

A summary of the 2017 Accounting MOVE Project will be published in the May 2017 issue of *Public Accounting Report*, with the full report available at the websites of MOVE association partners, the Accounting & Financial Women’s Alliance, and the American Woman’s Society of Certified Public Accountants.

“Each year the MOVE Project raises the bar on research of women in the accounting & finance professions,” said Ericka Harney, executive director for the Accounting & Financial Women’s Alliance (AFWA). “AFWA supports and empowers women throughout their career, from entry level to partnership. The research provided by MOVE, including this year’s topic for propelling women to the ‘finish line’, is invaluable for firms moving women to the C-suite as well as for individuals pursuing their own career goals.”

“The AWSCPA, founded in 1933, has been a proud sponsor of the MOVE Project,” said Danielle Supkis Cheek, CPA and association administrator for the American Woman’s Society of CPAs (AWSPCA). “With the best practices and the attention that MOVE brings to this issue, we hope that forward progress is made in short order as not only will it benefit women in the profession, but the profession as a whole.”

Firms of all sizes are invited and encouraged to participate in the annual survey. The MOVE Project is making a real difference in the public accounting profession and has positioned CPA firms as innovators in the business world. Look no further than [MOVE mentions](#) in the *CPA Practice Advisor*, *Harvard Business Review*, *Financial Times* and other publications to see how participating firms are leading the national conversation about advancing women.

Registration is open at www.wilson-taylorassoc.com. In addition to reporting findings from this survey, the MOVE Project will produce a list of the top public accounting firms for women and top equity leadership

firms. The MOVE Project is supported by founding sponsor Moss Adams LLP, national sponsor CohnReznick, and administrative fees from participating firms.

About the Accounting MOVE Project

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;
E – Entrepreneurship: operating experience for managing or business ownership

About the Accounting/MOVE Project Partners

MOSS ADAMS LLP
Certified Public Accountants | Business Consultants

Nationwide, Moss Adams and its affiliates provide insight and expertise integral to your success.

- Moss Adams LLP is a national leader in assurance, tax, consulting, risk management, transaction, and private client services. www.mossadams.com
- Moss Adams Wealth Advisors LLC provides investment management, personal financial planning, and insurance strategies to help you build and preserve your wealth. www.mossadamswwealthadvisors.com
- Moss Adams Capital LLC offers strategic advisory and investment banking services, helping you create greater value in your business. www.mossadamscapital.com

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number of diverse industries and offers specialized services for middle market and Fortune 1000 companies, private equity and financial services firms, government contractors, government agencies, and not-for-profit organizations. The Firm, with origins dating back to 1919, has more than 2,700 employees including nearly 300 partners and is a member of Nexia International, a global network of independent accountancy, tax, and business advisors. For more information, visit www.cohnreznick.com.



Accounting & Financial Women's Alliance

CONNECT • ADVANCE • LEAD

The Accounting & Financial Women's Alliance promotes the professional growth of women in accounting and finance. Members of the association benefit from opportunities to connect with colleagues, advance their careers, and become industry leaders. For 75 years, the organization has proudly upheld its mission 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.afwa.org for more information.



AWSCPA is a national network connecting and supporting today's woman CPAs through career and personal transitions by innovative training, customized mentorship, and focused relationships. Founded in 1933, AWSCPA is 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. 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 website at www.awscpa.org or email them at info@awscpa.org.



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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