



“ Membership in the Community Involvement ARG is an excellent way to get to know associates from other departments while giving back to the community. We hope this ARG will be instrumental in making community service an even stronger aspect of Baird’s culture as more associates participate in events. ”

-Rob Krecak, Equity Research Associate



Great outcomes. Done well

### Community Involvement Associate Resource Group

The Community Involvement ARG’s mission is to broaden and deepen associate involvement in volunteer, career networking and advancement activities in local communities. By working to further leverage and advance existing firm- and business unit-led activities, as well as to develop select new efforts, the group strives to enhance associate engagement and development and increase the number of Baird associates actively involved in the community. The group also helps focus the firm’s resources on those community involvement and networking activities most closely aligned with Baird’s key strategic priorities, and builds further awareness of Baird’s people, capabilities and unique culture on a local, national and international level. The organization focuses on existing events, as well as a Baird Gives Back volunteer week, which it facilitates each year.

For additional information, e-mail [arg-community@rwbaird.com](mailto:arg-community@rwbaird.com)

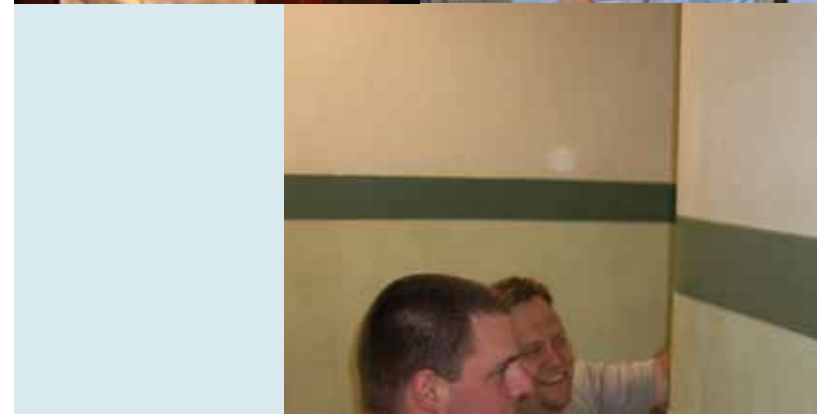
### ECO Associate Resource Group

The mission of the Environmental Conservation Opportunities (ECO) group is twofold: to foster an awareness of how natural resources are used in Baird’s day-to-day operations, and to promote policies and procedures that are both financially and environmentally responsible. The key to accomplishing these directives is education, and ECO-ARG strives to provide Baird associates with educational opportunities throughout the year, such as a quarterly newsletter and Earth Day celebration. With a core committee and “on-the-ground’ action event support teams, the ECO-ARG gives individuals within Baird a chance to become more involved with the environmental initiatives of the firm.

For additional information, e-mail [arg-eco@rwbaird.com](mailto:arg-eco@rwbaird.com)



## Associate Resource Groups



“ Our group is excited to build awareness, offer education and create more sustainable business practices within the firm. We have formed valuable relationships with individuals inside and outside of the firm to help further our mission. ”

-Nina Nowakowski, Purchasing Services Manager;  
Heidi Engelhardt, Compensation Manager

Chicago Frankfurt London Milwaukee Shanghai

©2010 Robert W. Baird & Co., 777 E. Wisconsin Ave., Milwaukee, WI 53202. 800-RW-BAIRD. rwbaird.com  
Robert W. Baird Ltd. and Baird Capital Partners Europe are authorized and regulated in the UK by the Financial Services Authority. Shanghai – office of Baird Asia Limited.  
First use: 9/2010 MC-29991.

## Different perspectives make us stronger.

At the core of Baird's commitment to diversity is the belief that the best ideas come from people with different backgrounds and perspectives, working together with mutual respect to share ideas, build networks and work toward common goals. That's the same philosophy behind the creation of associate resource groups (ARGs) at Baird.

ARGs bring people together for dialogue around a specific interest or topic, including professional and personal development, education, community service and networking across multiple departments in support of business strategy and financial performance. Membership in each ARG is open to all associates. Each ARG has a leadership group and a senior management champion to guide the planning and organization of events, activities, projects and sharing of ideas.



“ Throughout my participation in the African-American Associate Resource Group, I have found opportunities for professional development, developed mentor/mentee relationships and informal networks and sought new opportunities to use my talents and point of view to add value to the firm. ”

-Devon Purnell, Investment Analyst

### Women Associate Resource Group

The Women ARG is a group of associates who share a common vision of creating and supporting a competitive work environment at Baird – one that attracts and retains women in all levels of the organization. The Women ARG aims to increase the awareness of women's needs and initiatives within the firm; identify and address challenges in the workplace that may prevent women from realizing their full potential; build strong networking and mentoring relationships; develop the ability for women to call on one another as resources; ensure inclusion across business units, geography and positions; and help drive recruitment and retention of top-quality, female associates. Membership is open to all Baird associates. Anyone wishing to join can participate as an at-large member or become more involved in different leadership roles.

For additional information, e-mail [arg-women@rwbaird.com](mailto:arg-women@rwbaird.com)

### African-American Associate Resource Group

The African-American associate resource group (AA-ARG) is designed to provide African-American associates with support, resources and opportunities for professional growth and development at Baird. The AA-ARG promotes continuous learning and development in a number of ways, encouraging associates to increase their exposure to the different business units and opportunities within Baird, obtain any additional securities industry licensing and, where relevant, advance their college education. The ARG also serves as a conduit for community outreach and participation, and strives to increase associate engagement across peer groups, business units and offices throughout the firm, offering ideas to resolve specific business challenges regarding the recruitment and retention of diverse associates at Baird.

For additional information, e-mail [arg-africanamerican@rwbaird.com](mailto:arg-africanamerican@rwbaird.com)



“ The Women's ARG has connected me to incredibly talented associates at all levels in the firm that I would not normally encounter in the course of my activities as a branch associate. The leadership board is engaged in each facet of the group, and senior management has given us the resources and encouragement to accomplish meaningful goals, including the annual “Women at Baird” event. It has been a very satisfying and rewarding experience for me, both personally and professionally. ”

-Laura Murray, Client Planning Specialist