

Great outcomes. Done well.



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800-RW-BAIRD

Great Outcomes Through Diversity

*The best advice comes from teamwork,  
incorporating **PERSPECTIVES** from diverse  
experience. At Baird we know our  
commitment to diversity isn't just the  
right thing for our clients. It's right for  
our associates, creating an environment  
where we **LEARN FROM EACH OTHER**.  
It's right in caring for our community,  
as different eyes see different ways to  
**MAKE A DIFFERENCE**. Diversity creates  
**GREAT OUTCOMES** for everyone we serve.*

## A Culture of Inclusion

Baird's long-standing commitment to diversity stems from our strong culture of integrity, genuine concern for clients and each other, and respect for the individual.

We pride ourselves on supporting an inclusive environment that helps us attract and retain a diverse work force, and we value the unique perspective each associate offers. We don't just *respect* our differences, we *value* them.

## A Firmwide Commitment

Our commitment to diversity begins at the top. Our Diversity Steering Committee, comprised of leaders from across our firm, developed our firmwide diversity strategy and continues to help the firm and business units direct efforts toward inclusion. The committee established the Business Diversity Council (BDC), which is made up of associates from all areas of Baird. The BDC provides insight, direction and feedback to help focus Baird's diversity efforts.

*Our strong culture and our spirit of continuous improvement enable us to attract and retain great talent that allows us to continuously enhance the service and advice we provide to our clients. Building more diverse teams helps us become an even more forward-looking, thoughtful organization.*

**Paul Purcell**  
Chairman, President & CEO



Laura Thurow  
Associate Director of Advisory  
Services - Research  
Co-Chair, Business Diversity Council

Rodney Tyson  
Director of Business Development

Lori Lorenz  
Director of Human Resources

## Valuing Unique Experiences and Perspectives

Baird has a long tradition of helping our associates achieve their full potential. We're committed to providing meaningful educational and career opportunities through internal leadership training, scholarships and tuition reimbursement programs, internships, mentoring and networking. We also encourage associates to strike a balance between their personal and professional lives, offering flexible work arrangements to meet individuals' needs. We recognize that attracting and retaining associates from many different backgrounds – and with rich and varied perspectives – not only fits with our culture, it gives us a better understanding of and appreciation for the special needs of our clients and prospects.

*There are many benefits to a diverse work force. We all come with a perspective, our own history, educational experiences, the way we see the world. Clearly, continuing to build a diverse team with broader experiences translates into better solutions for our clients.*

**Mary Ellen Stanek**  
Director of Baird Asset Management  
Diversity Steering Committee Chairperson



Angela Pittman Taylor  
Public Relations Coordinator  
Co-Chair, Business Diversity Council

Howard Lanser  
Investment Banker

*“One of the best aspects of Baird’s culture is the **INHERENT UNDERSTANDING** that a person’s gender and ethnic origins aren’t factors when it comes to being successful. Anyone who works hard and works well is rewarded. At this firm, the only limits are those we place on ourselves.”*

**Angela Pittman Taylor**  
Public Relations Coordinator and former INROADS intern



# Diversity Talent Development Initiatives

Baird participates in numerous efforts designed to promote diversity in the workplace and in the community. A key area of focus is encouraging people with diverse backgrounds to pursue careers in the financial services industry and, ultimately, to attract top talent to Baird. Some of the programs Baird offers in pursuit of this goal include:

## Associate Resource Groups

Formed and run by associates, these groups bring people together for dialogue around a specific interest or topic, including but not limited to professional and personal development, education, networking across multiple departments in support of business strategy and financial performance, and community service. Established in 2009, initial groups include:

- *African American Resource Group*
- *Community Involvement Resource Group*
- *Environmental Resource Group*
- *Women's Resource Group*

## FUELMilwaukee

Baird was a founding corporate member and is an active supporter of this organization that is addressing talent attraction and retention issues for Milwaukee and the surrounding region.

## INROADS

Baird has a 10+ year relationship with this non-profit, career development organization for talented minority students. In 2006, Baird received the *Corporate Sponsorship of the Year* recognition for outstanding commitment to INROADS' mission.

## Internships

Baird continues to enhance and expand its internship opportunities, increasing the focus on women and minorities, and offering interns more chances to grow personally and professionally.

## Mentoring Program

A firmwide mentoring program was started in 2006 to provide associates with personal and professional development opportunities to enrich their careers.

## Fellowships and Scholarships

Baird sponsors fellowships and scholarships at a number of major universities, including:

*Marquette University Multicultural Business Organization.* Baird provides scholarships and mentors to the MBO, which helps students gain perspective on a wide variety of backgrounds so that they better understand the ever-expanding business world.

*Michigan State University Eli Broad College of Business.* Baird awards three scholarships to students of the Financial Markets Institute.

*The University of Chicago Booth School of Business.* The Robert W. Baird & Co. Fellowship is awarded annually to a promising female student.

*The University of Notre Dame.* Baird provides a fellowship and access to mentors to a strong, second-year student. The firm also awards a pair of undergraduate scholarships and supports a university organization, with preference given to organizations that work or target under-represented populations.

*The University of Wisconsin-Madison Women in Business.* As a club sponsor, Baird provides scholarships and financial support for club events.

*The University of Wisconsin-Milwaukee Honors College and UWM Sheldon B. Lubar School of Business.* Baird awards scholarships to promising members of both organizations.

*Baird is truly a great place to work. The entire organization has been extremely **SUPPORTIVE** in my professional aspirations, even providing me the flexibility to work alternate Fridays while earning my MBA. As a mother of three, I really value Baird's commitment to work/life balance.*

**Laura Piotrowski**

Controller, Capital Markets and Baird Capital Partners

Sue Bellehumeur  
Branch Manager  
Private Wealth Management

Laura Piotrowski  
Controller  
Capital Markets and Baird Capital Partners



## Baird's Commitment to Diversity

Baird is committed to diversity for our clients, for Baird associates and for the communities in which we live and work. This commitment is in keeping with our culture of integrity, our genuine concern for clients and fellow associates and our **RESPECT** for the individual.

Our commitment to diversity includes providing **OPPORTUNITIES** for every individual to advance professionally and personally regardless of gender, race, color, age, religious affiliation, nationality, sexual orientation or physical ability, which are just some of the differences that make each of us unique.

Responsibility for creating a diverse organization begins with our executive management team and continues throughout our entire organization. Baird recognizes that a diverse team allows us to better understand our clients' and associates' needs and enhances our ability to develop creative solutions for how those needs can best be met. We have created an environment where **DIFFERENCES** are understood, respected and valued and where diversity unites, rather than divides, us.

Baird has long been active in helping individuals of all backgrounds achieve their personal best. For our associates, this includes initiatives in work/life balance, leadership training, recruitment, scholarships, internships, mentoring and networking. Baird and our associates also **SUPPORT** a wide variety of community initiatives aimed at promoting diversity. Our community involvement allows us to play an active role in shaping the communities in which we live and work today, and those we want to serve in the future.

Baird's culture, our ability to attract, retain and develop the best talent, and our **PASSION** for achieving superior results for our clients and associates are all crucial to our **SUCCESS**. These are among the many reasons why we are committed to the continuing pursuit of a culture of diversity that focuses on our clients, our associates and the communities we serve.

*Baird Diversity Statement*



Betty Wellhoefer Hill  
Senior Investment Consultant  
Private Wealth Management

Quintin Lai  
Senior Research Analyst  
Equity Research

Pat Gain  
Registered Client Relationship Specialist  
Private Wealth Management

Brenda Hutchinson  
Portfolio Manager  
Baird Investment Management