

Commitment to Diversity

Baird earns perfect score in 2015 Corporate Equality Index



For the first time, Baird has achieved a perfect score in the Human Rights Campaign Foundation's Corporate Equality Index, which serves as a nationwide report card and benchmarking survey on lesbian, gay, bisexual, and transgender (LGBT) equality in corporate America.

Baird scored 100 percent on the report, which evaluates LGBT-related policies and practices including non-discrimination workplace protections, domestic partner benefits, transgender-inclusive healthcare benefits, competency programs, and public engagement with the LGBT community.

"Reaching 100% on the HRC Corporate Equality Index is a powerful affirmation of Baird's ongoing commitment to inclusion and diversity," said Michael McNeil, Director of Information Technology – Capital Markets and Chair of Baird's Spectrum Associate Resource Group. "Since forming Spectrum, Baird's LGBT-focused Associate Resource Group, in 2012, we have leveraged the CEI as a guide for best practices as Baird has expanded associate benefits and updated employment policies. We are thrilled to be considered one of the HRC's "Best Places to Work for LGBT Equality" and proud of all of our associates who bring their whole selves to Baird every day."

Baird has participated in the CEI Survey since 2010, receiving high scores of 90 percent each year. Baird achieved a perfect score for 2015 because the firm began offering transgender benefits in 2014. Baird joins the ranks of 364 other major U.S. businesses that also earned perfect scores this year.

"I've always felt this is a very important aspect of what Spectrum can do for the firm," said Patrick-Awuori Mutsune, Portfolio Quantitative Analyst with Baird Advisors and a Spectrum member who was heavily involved in submitting Baird's application for the CEI survey. "Our score not only provides proof that Baird and senior management are committed to the LGBT community, but it also shows a commitment to diversity. Being designated as a 'Best Place to Work' by the Corporate Equality Index is a powerful tool in attracting new talent from the next generation of associates and clients."

Spectrum is committed to providing Baird's LGBT associates and their allies with support, resources and opportunities for professional growth and development, while exploring new opportunities to attract and retain associates and clients in the LGBT community. Baird has undertaken several additional efforts focused on addressing the needs of LGBT associates such as re-working policies to be more inclusive, supporting organizations and events focused on the LGBT community and offering Financial Advisors the opportunity to pursue the Accredited Domestic Partnership AdvisorSM (ADPA[®]) designation. Offered by the College for Financial Planning, the ADPA[®] focuses on financial, estate and investment planning for couples who are considered to be unmarried either by state or federal law, or both.

A full listing of the 2015 Corporate Equality Index can be found [here](#). ■