

The logo for BAIRD, featuring the word "BAIRD" in white, uppercase letters on a dark blue, parallelogram-shaped background.

Public Finance

# A TRUSTED PARTNER TO SCHOOL DISTRICTS ACROSS WISCONSIN

Baird's School Business Solutions team has helped school districts across Wisconsin plan for and meet their budgeting and financing needs. Whether your district serves tens of thousands of students or a few hundred, we have the people, services and solutions to keep your district on firm financial footing and planning for the future.

## THE BENEFITS OF WORKING WITH BAIRD

- A collaborative relationship with a team of experienced school business professionals
- The personal expertise of long-time school administrators
- Forecasting and referendum planning tools your district can use right away
- On-site training, support and guidance
- Stand-in business office services
- Advanced guidance and solutions to benefit new and seasoned business officials alike
- Conferences and workshops held throughout the state on topics that impact your bottom line
- A financial services firm founded in Wisconsin and committed to your success



As part of Baird's nationally recognized Public Finance team, our team members work with school districts large and small to create strategic budgeting solutions that are smart, forward-looking and tailored to your needs.

“Our relationship with our clients isn't just business – it's personal. We learn your issues and concerns. We then take a comprehensive review of your finances and where you need to be. Together, we create solutions that make sense for your students and strengthen your short- and long-term financial goals.” – Debby Brunett, School Business Specialist

## ABOUT BAIRD

Founded in 1919 in Milwaukee, Wisconsin, Baird is an employee-owned wealth management, capital markets, asset management and private equity firm with more than 200 locations and affiliates in the United States, Europe and Asia. Leveraging our deep expertise and the belief that integrity is irreplaceable, we focus on how to achieve great outcomes for our municipal, individual, institutional and corporate clients.

## ABOUT BAIRD PUBLIC FINANCE

Baird is one of the few fixed income firms in the country able to bring a broad platform of advisory, underwriting, bond placement and consulting services to our clients' unique needs. Leveraging our full-service approach, Baird is ranked among the top public finance firms both regionally and nationwide.

### INDEPENDENT

Independent, privately held and associate-owned, with a steadfast client focus.

### 100 BEST

One of the *Fortune* 100 Best Companies to Work For<sup>®</sup>, 17 years in a row.

### BALANCED

Five complementary businesses balance our sources of revenue and broaden our capabilities for clients, enabling us to continue to invest across our businesses.

### \$305 BILLION IN CLIENT ASSETS

The trust our clients place in us to provide them with expert advice is our truest measure of success.<sup>1</sup>

While many financial services firms are restructuring and downsizing, we continue to build wisely for the future.

### NO. 1 IN OVERALL RESEARCH QUALITY

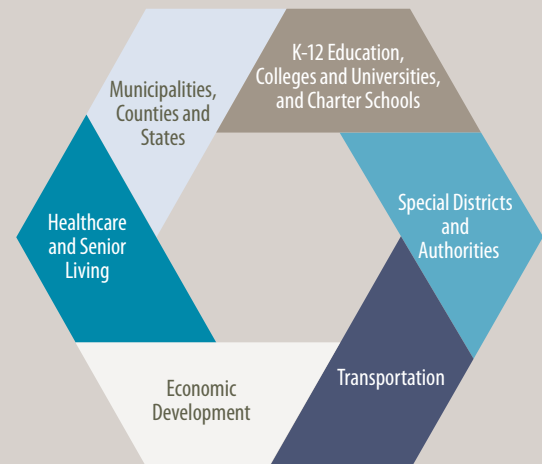
Ranked No. 1 for overall quality in sales, corporate access and research among small-/mid-cap research advisory firms by Greenwich Associates.<sup>2</sup>

### 50 STATES

During the past 10 years, Baird has served municipal issuers in all 50 states as well as Washington, D.C.<sup>1</sup>

### NO. 1

Baird has been ranked the country's No. 1 municipal underwriter for 11 consecutive years.<sup>3</sup>



## MEET THE SCHOOL BUSINESS SOLUTIONS TEAM



**Dennis Birr**  
School Business Specialist  
608-415-1254  
dbirr@rwbaird.com



**Debby Brunett**  
School Business Specialist  
715-552-3567  
dbrunett@rwbaird.com



**Todd Hajewski**  
School Business Specialist  
414-298-1974  
thajewski@rwbaird.com



**Keith Lucius**  
School Business Specialist  
920-634-6999  
klucius@rwbaird.com



**Elise Murn**  
Coordinator  
414-298-2324  
emurn@rwbaird.com



**Diane Pertzborn**  
School Business Specialist  
608-438-8125  
dpertzborn@rwbaird.com

<sup>1</sup>As of June 30, 2020.

<sup>2</sup>Greenwich Associates' 2020 surveys of North American Equity Investors – Surveys conducted with 91 small-cap and mid-cap fund managers and 228 U.S. buy-side trading desks that use electronic trading, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

<sup>3</sup>Based on the number of issues from 2009 – 2019, according to Ipreo MuniAnalytics.

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