

June 1, 2020

To: The Baird Family

It's been an extraordinarily emotional week and weekend here in the U.S. and beyond with events impacting many of Baird's communities. This is obviously on top of the ongoing stress and strain of COVID-19, with our communities of color disproportionately impacted in terms of infections as well as job losses. The circumstances are undoubtedly weighing heavily on all of us and I know personally that for many of us, the pain, anger, frustration and fear is very real and in certain cases, overwhelming.

Ordinarily, we'd have the benefit of coming into our workplaces throughout Baird on Monday morning, sharing our perspectives with one another and finding our colleagues a source of wisdom, strength and comfort. With virtually all of us working from home, we don't have the benefit of that important interaction and I would like to take a moment to address this in writing. I wanted to share how deeply troubled I am by the senseless loss of yet another life of a person of color as well as by the persistent challenges of inequality, injustice and bias in our society.

Baird's [Inclusion & Diversity Statement](#) makes clear our commitment to providing opportunities for every individual to advance professionally and personally regardless of gender, race, color, age, religious affiliation, nationality, sexual orientation, physical ability or gender identity. We've made solid progress on our Inclusion & Diversity journey, but have *much more* work to do. And, our success will be limited if our communities and our society can't offer what we are committed to providing here at Baird – an environment where every person matters. To this end, I and other Baird leaders will continue to work with our Associate Resource Groups and associates and with our communities to listen, to learn and to continue to commit ourselves to an inclusive and fair workplace while striving for the same in our communities.

Looking forward, I hope for appropriate justice surrounding the death of George Floyd and others and for an end to injustice in our society, including racism and religious persecution. I hope for an end to the senseless destruction and violence which also disproportionately impacts our communities of color. I hope for a post COVID recovery that will allow all constituencies and classes to benefit and substantially improve their wellness and standard of living. And, I hope for the safety of our law enforcement officers and other first responders, the majority of who put their own safety on the line every day to protect and serve us and do so with dignity and respect for all.

America is built on a set of truly amazing and inspirational ideals. Throughout our history, we have tried to make progress on having those ideals more consistently applied and adhered to. That said, it is a journey. We know there is much more to be done. Achieving great and durable things is not easy, and requires constant energy and vigilance. We need to continuously do better and improve – and leverage our missteps and failures as catalysts for positive and durable change. And we need resilience and hope to drive us forward.

Please help us work for positive change and continue to stay safe.

All my best,



[Steven G. Booth](#)

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