



MOORE

Moore North America 2019 Annual Report

SPRING CONFERENCE THE POWER OF CONNECTION

MAY 8-10, 2019 | CHICAGO, IL



**Moore NA's
largest ever
event**



132

Attendees



100%

Participation
from NA
member firms



13

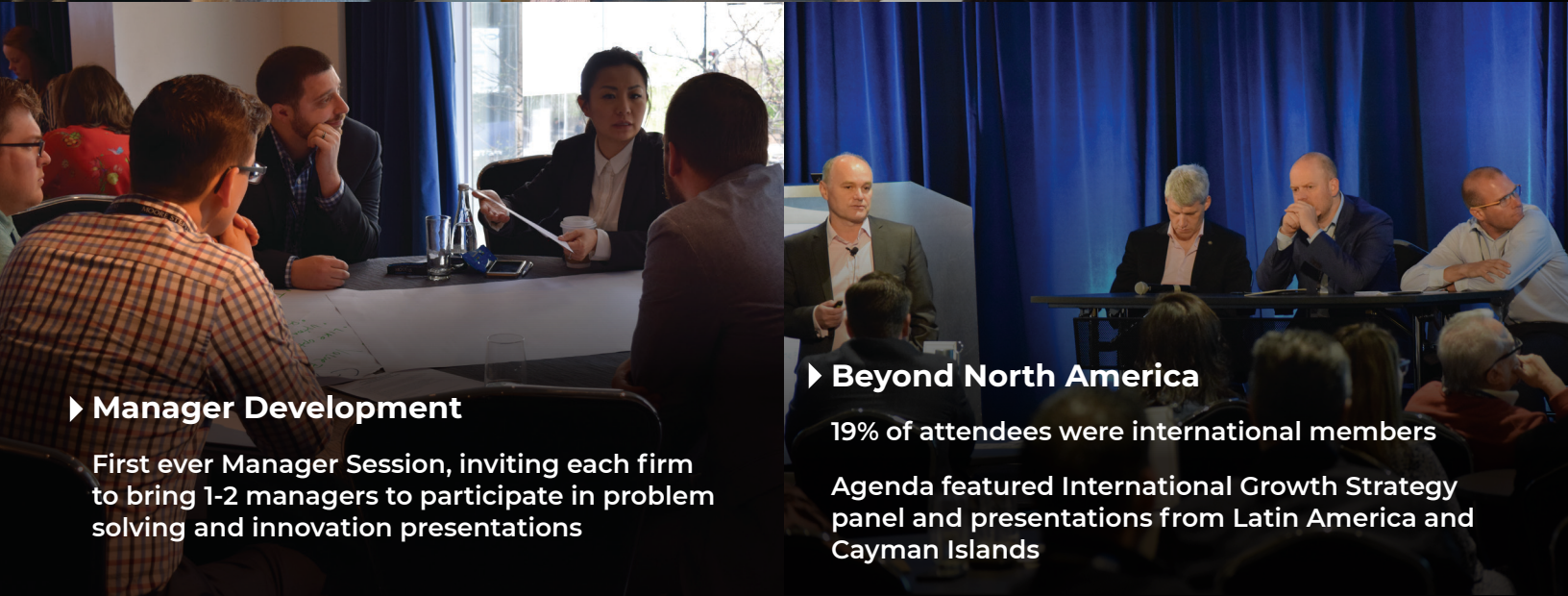
Countries in
attendance



► Forward Focused

Sessions focused on technological advancements, including the introduction of our Inflo pilot program

Consulting-led practices provided insights into value pricing, data analytics and blockchain



► Manager Development

First ever Manager Session, inviting each firm to bring 1-2 managers to participate in problem solving and innovation presentations

► Beyond North America

19% of attendees were international members

Agenda featured International Growth Strategy panel and presentations from Latin America and Cayman Islands



► Moore North America Awards

2019 Collaboration Award presented to the team at Beene Garter

2019 Improvement Award presented to the team at DMCL

2019 Innovation Award presented to the team at DiCicco, Gulman & Company

NORTH AMERICAN COMMUNITY GROUPS

Moore NA Community Groups are designed to provide a forum for collaboration amongst members serving specific industries or service niches. These groups are centrally facilitated by our executive team and enhanced by a strong community.

Operations

COO/CAO

Human Resources

Information Technology

Marketing

Industry

Cannabis

Financial Institutions

Real Estate

Service Lines

Assurance & Audit

Corporate Finance

Digital Transformation

Tax

International Tax

SALT

Technology Consulting

Valuation, Forensic & Litigation Support



422 participants in 15 different Community Groups



100% participation from US and Canadian firms in North American Community Groups



Leadership provided by **eleven different** North American firms



100 meetings/calls executed in 2019



Six different face-to-face meeting opportunities provided in 2019, including roundtable discussions and conferences:

- HR/Marketing – met in March in Seattle
- Tax – met in November in Charlotte
- Assurance & Audit – met in October in Dallas
- SALT – met in November in St. Louis
- COO/CAO – met in October in New York



MEMBER PROGRAMS

DYNAMIC GROWTH ACADEMY



Inaugural class graduated in May 2019
18 participants from eight member firms



Second cohort in progress, holding sessions in May and November 2019
14 participants from eight member firms



Third cohort launched in November 2019
19 participants from 13 member firms

MEMBER PROGRAMS

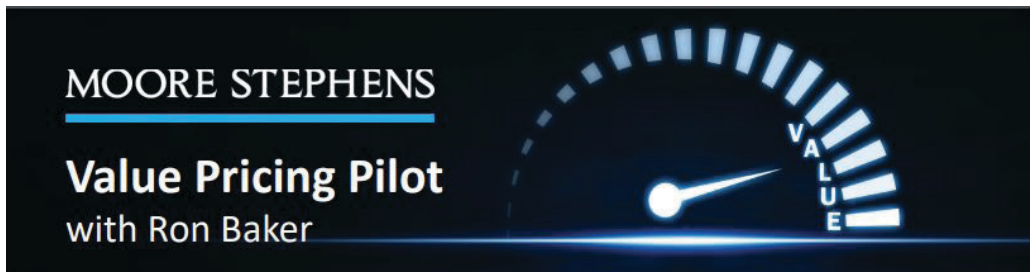
HARVARD EXECUTIVE LEADERSHIP PROGRAM



Program held in Boston in May
48 total participants, including 24 North American participants from 13 member firms

MEMBER PROGRAMS

VALUE PRICING PILOT PROGRAM



Program introduced
at Moore NA Spring
Conference



Led by Ron Baker with
Verasage Institute



Five calls on value pricing
topics held every other week
for two hours each



Five firms
participated

MEMBER PROGRAMS

INFLO PILOT PROGRAM



Eight members participated; six US-based
members and two Canadian



Gave members the opportunity to review and
get to know the Inflo software



Provided the tool at a discounted price and gave participants the support from Inflo that
would have otherwise only been available at a higher price point



Each of these pilot programs have led to additional programs and initiatives, and are part of ongoing efforts to increase the resources available to our members.

More coming soon!

NORTH AMERICA CONNECTIONS CANADA



Canadian Managing Partner meeting in Ottawa in September

Monthly MP calls

NORTH AMERICA CONNECTIONS MEXICO



Moore Mexico Annual Conference in San Miguel de Allende

Conducted two Mexico member firm meetings, one at Elliott Davis and one at Doeren Mayhew

Engaged the Mexican firms to do external quality review

NORTH AMERICA CONNECTIONS MEMBER EDUCATION WEBINAR SERIES

Four member firms presented topics in 2019:

- Re-Engineering the Sale, presented by Athena and The Bonadio Group
- Securing Your Network: The Evolution and Future of Penetration Testing, presented by The Bonadio Group
- ERP Software Selection Services, presented by Brown Smith Wallace
- Cash Balance Plans | What should you know? Presented by Lurie

NORTH AMERICA CONNECTIONS

GTN JOINS MOORE NA



Global Tax Network

Joined May 2019



**\$15 million firm based in
Maple Grove, MN**



**Specializes in mobility tax
services and solutions**



**Already referred to over 60
connections at member
firms worldwide**

NORTH AMERICA CONNECTIONS

MEMBER INTERACTIONS

Moore NA CEO Tony Szczepaniak visited 20 members in 2019 including:

- 13 official member visits
- Three Community Group roundtable meetings, hosted by members
- Regional Latin American Conference
- Annual Mexico Conference
- Annual member meeting
- Mindbridge user group meeting, hosted by member



Moore NA Executive Office has addressed over 200 member requests, referrals and inquiries throughout 2019

Canadian Collaboration Newsletter includes contributions from all five Canadian member firms

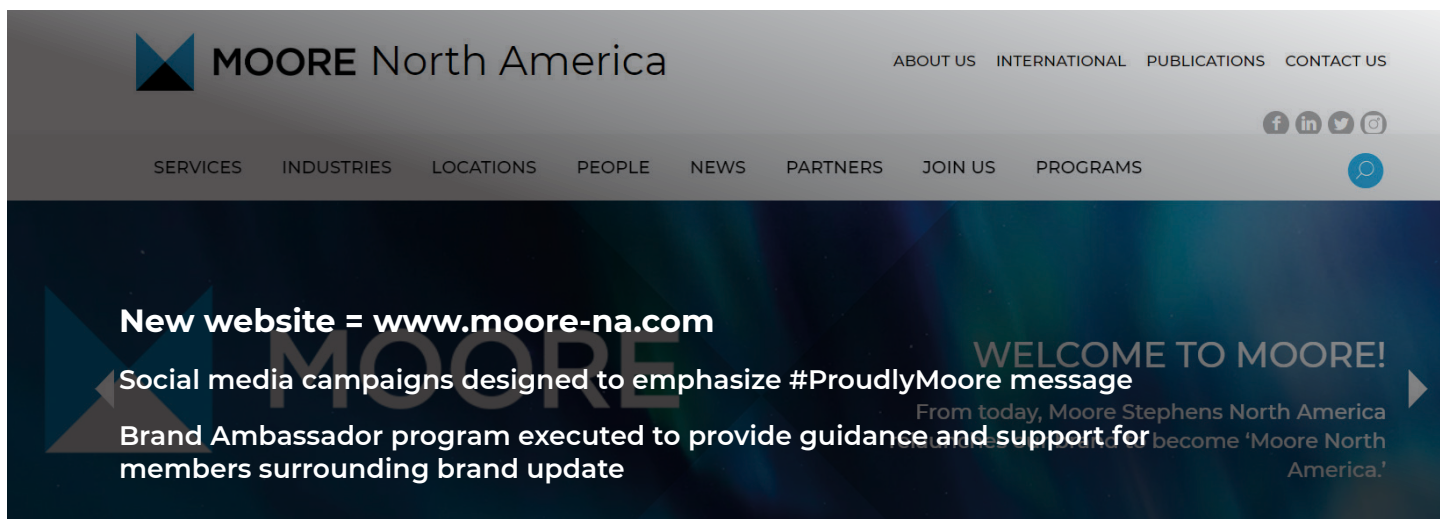


Moore Connected North America Newsletter developed and shared on a monthly basis

- Includes North American and global member and executive office announcements
- Includes contributions (thought leadership) from members
- Spotlight on individual Moore NA member firms and regional executives

MOORE BRAND IMPLEMENTATION

NORTH AMERICA MARKETING EFFORTS



National advertising placed in **INSIDE Public Accounting** **National Benchmarking Report Executive Summary**, issued in September, and the October 2019 issue of **Accounting Today**.



MOORE BRAND IMPLEMENTATION

SOCIAL MEDIA PRESENCE



[FACEBOOK.COM/MOORENORTHAMERICA](https://facebook.com/MOORENORTHAMERICA)

- 130 posts (25% increase)
- 5235 people reached
- 734 engagements



[@MOORENAMERICA](https://twitter.com/MOORENAMERICA)

- 150,000 impressions
- 77 new followers



[LINKEDIN.COM/COMPANY/MOORE-NA](https://linkedin.com/company/MOORE-NA)

- 746 total followers (414 new)
- 172 posts
- 11.81% engagement rate



[@MOORENORTHAMERICA](https://instagram.com/MOORENORTHAMERICA)

- 314 followers (118% increase)
- 115 posts

GLOBAL REACH

TOOLS AND RESOURCES



Updated **Doing Business in the U.S.** guide in January



Entered into agreement with Thomson Reuters to distribute Moore Australia Audit Tool in U.S.

NORTH AMERICA LEADERSHIP

EXECUTIVE OFFICE UPDATES

Added two new full-time and two part time members to the North American team:

- Carla Blattenbauer joined the team in August in the role of executive assistant
- Becca Colling joined the team in November in the role of events and programs coordinator
- Stan Mork now leading digital transformation and technology-based initiatives
- Jill Szczepaniak will handle AP/AR and CRM data entry and reporting

The Moore NA Executive Office is uniquely qualified to address member needs. Each member of the team has **notable expertise in the accounting industry**, effectively working together to impact member growth and development.

NORTH AMERICA LEADERSHIP

BOARD UPDATES

- New Board members = Matt Armanino (Armanino LLP), Alan Badey (Citrin Cooperman), and Greg Hutchins (HCVT)
- Ascending to the role of Chair is Tony Caleca (Brown Smith Wallace)
- Leaving the Board is Lou Grassi (Grassi)
- Remaining Board members = Cheryl Burke (DGC), Pat Fuelling (Doeren Mayhew), Natale (Segal), Bruce Zicari (Bonadio), Rick Davis (Elliott Davis) and Beth Leonard (Lurie)