

# IMPACT REPORT

**2022**



## OUR FIRM

MCM CPAs & Advisors is a strategic business advisory firm on a mission to help organizations of all sizes and structures throughout various industries. We provide a wide range of services, including traditional tax and audit offerings combined with advisory services developed to meet the ever-changing needs of our clients and help them reach their short- and long-term goals.

We combine the technical and industry expertise of a larger firm without sacrificing the attention and personal service of a local firm. MCM continues to grow yet maintains the same friendly, approachable style of doing business that our clients have come to rely on and expect.

MCM is proud to be ranked as a Top 100 Accounting Firm by Accounting Today and Inside Public Accounting, recognized as a Best Place to Work, and named to Inside Public Accounting's Best of the Best Firms list.



## MCM FAMILY OF SERVICES

MCM is a family of services including our partners at MCM HR Solutions Group, MCM Technology Solutions Group, MCM Capital Markets Group, and Meritrust Wealth Management, that provide a holistic approach to solving the problems that keep our clients up at night.



## RECOGNITION

MCM commands a strong reputation both within our industry, as well as within the communities we serve. This reputation is regularly reflected via awards, invitations to serve as thought leaders, and media recognition.

- Inside Public Accounting Top 100
- Accounting Today Top 100
- Accounting Today Regional Leader for the Southeast
- Accounting MOVE Project Best Firms for Women
- Accounting MOVE Project Best Equity Firms for Women
- Best Places to Work
- Top 10 IT Consultants in Kentucky
- 20 People to Know in Accounting - Kourtney Nett
- Fast 50: Fastest-growing private companies in Louisville



# A NOTE FROM THE MANAGING PARTNER

MCM has been built upon a base of our core values - people matter, leaders inspire and excellence rules. We continuously challenge our team to enhance how we show up in the community, for our clients, and for each other. We work hard to make an impact, collaborating to solve problems for businesses across our region and the country. This report has been created with the intention to celebrate our level of dedication, highlighting our accomplishments for the year.

If you reference our current Biennial Strategic Plan, you will find that from 2021 through 2023 MCM has focused on four major strategic focus areas: Team Development, Profitable Growth, Technology & Innovation, and Incorporating the Advisory Mindset across our Firm. We are proud to have made significant strides toward these goals thanks to the dedication of our team members providing exceptional service and adapting to new technology.

Building on the success of our 2021 Inaugural Shark Tank Competition, we created MCM's Innovation Committee in 2022, which is primarily comprised of non-partners. Our team members have excellent ideas for how to improve the culture, operations, and efficiencies of our Firm, and it is the Innovation Committee's objective to curate and develop these ideas and implement improvements throughout the year. If you have an idea to share, please reach out to the Innovation Committee and let your voice be heard.

My hope for this Impact Report is to inspire our team members to engage by joining a committee, practicing good corporate citizenship, leading an initiative, or participating in opportunities that allow for personal and professional growth. While all of our efforts lead to results, when we collaborate with other team members, we can create the greatest opportunity for significant impact.

In 2022, we launched committees, improved policies, and incorporated new ways to have fun and give back while at work. We are growing, and it is encouraging to see the generous contributions of time, funding, and ideas to improve our communities. I am proud of our team and the efforts made throughout the year. Thank you for your continued contributions and commitment to our Firm. I am enthusiastic to see what 2023 brings and how much we will accomplish in the coming years.

The success and impact detailed throughout this report is because of our MCM team.



Brad Smith



# PEOPLE MATTER.



We genuinely care about our people, personally and professionally, and ensure relevance in their work. We also care about our communities and the future generations. As a firm, we are dedicated to continuously improving and helping those around us.



# CARING FOR OUR EMPLOYEES

We value our employees and have created a culture that is centered around people and the impact they have on the Firm and our communities.



## MCM UNPLUGGED

The Firm is committed to keeping its employees happy and successful. In 2022, Unplugged Days were expanded in order to help team members prioritize unplugging from work, refreshing, and recharging. The first Unplugged Day of 2022 coincided with the Kentucky Derby Weekend, an event celebrated by many MCM employees, the second day was held adjacent to the Independence Day weekend, and the third day was before Thanksgiving. Unplugged days were so successful, they are being continued in 2023 with additional Unplugged Days added to the calendar.

## CAREER PATHS

There is not a one size fits all approach for growth at MCM. Flexibility and work-life balance are top priorities. MCM has a Business Path and a Partner Path for employees to choose from that work best for their professional and personal goals. The Firm continues to assess the needs of its employees and refine career paths to meet those needs.

## TUITION REIMBURSEMENT FOR CPAS

The transition from an educational to professional environment can be challenging and the financial impact of an undergraduate or other advanced degree, along with the additional hours required to obtain the CPA certification can be taxing for new professionals. To aid this situation, the Firm introduced tuition reimbursement for employees so they can focus on growing in the professional environment.



# RECRUITING EFFORTS

MCM is committed to building and maintaining a strong culture that is diverse and impactful to our employees and those in our communities. It is the Firm's hope to give employees all of the tools they need to succeed in public accounting and opportunities to learn throughout their career. We invest in the future accountants in our areas and focus our efforts on attracting and retaining talent.



**55**  
NEW HIRES

**04**  
PARTNERS

**53**  
INTERNS

## ASCEND

Each summer, MCM hosts Ascend—a program designed primarily for third-year students interested in a career in the accounting field. Ascend is a great way for accounting students seeking internships or full-time positions to learn about our firm, meet team members and firm leaders, experience our culture, and network with other accounting students.

Last year we had 30 students attend the event and we were able to welcome many of those students to MCM as interns. We are committed to attracting the best and brightest accounting students.



## INVESTING IN FUTURE GENERATIONS

The Firm is invested in helping students learn about the accounting field and leading them to become future CPAs. In 2022, we visited high schools, volunteered with Junior Achievement of Kentuckiana and supported programs as an outreach to students.



## NEW PARTNERS

### Emily Blumenfeld, CPA

Emily Blumenfeld assumes not only the role of Tax Partner, but also assumes leadership of MCM's Estate, Trust and Gift Tax division. Emily is based in the Firm's Cincinnati, OH office and has extensive experience in estate, gift, and trust tax compliance and consulting, primarily supporting multi-generational high-net-worth families. Along with supporting clients, Emily uses her skills and knowledge to teach internal and external courses in her field. Emily serves as a board member of the Cincinnati Estate Planning Council, a member of the Northern Kentucky Estate Planning Council, and serves as Treasurer and executive committee member of Welcome House, Inc.

### Chad Gahm, CPA

Chad Gahm will serve as Tax Partner based in the Louisville, KY office after more than fifteen years of service in the accounting industry, including eleven years in public accounting. Chad's primary focus is in serving clients within the manufacturing and real estate fields, providing exceptional communication and advisory services as Chad was once a client of MCM CPAs & Advisors, himself. With experience on both sides of the accountant-client relationship, Chad serves as a leader and mentor in client communication and services within the firm.

### Annamarie Reilly, CPA

Annamarie Reilly, based in MCM's Cincinnati, OH office, will take on the role of Tax Partner with more than fifteen years' experience in public accounting. Annamarie's career emphasis is in supporting clients in the Not-For-Profit industry, with a wide range of experience in research, planning and compliance for complex tax engagements. Annamarie is committed to volunteer efforts in her community, serving as a board member of the American Sign Museum and Brighton Center.

### Jeremy Thomas, CPA

Jeremy Thomas will serve as Tax Partner after twelve years with the firm. Jeremy is based in MCM's Cincinnati, OH office, where he is focused on servicing clients in the manufacturing, private equity, and real estate industries. Jeremy specializes in servicing business clients that use a pass-through entity structure, as well as tax planning and compliance services. Jeremy is a recent graduate of the Cincinnati Chamber's C-Change Class 16.

# LEADERS INSPIRE.



We inspire each other to sustain our vision and advance our mission as a firm - to help both our clients and team succeed. We want to encourage our team to help take the Firm to the next level, so that we can provide the most relevant services for our clients and to be a place where our employees can grow in their careers. We also want to set our clients up for success, to make sure they have the most up-to-date information to make the most informed decisions possible.



# INNOVATION COMMITTEE

The Innovation Committee was formed this year to bring forth initiatives that improve upon the Firm's core value of People Matter. Chosen employees on the Innovation Committee were instructed to focus on MCM's current operations, administration, policies, and procedures and suggest innovative changes to make MCM a better place to work.

# MVP AWARDS

In 2022, the MVP Awards were launched. This award recognizes individuals across the Firm that have demonstrated and lived the core values of the Firm. We are excited to announce the following winners:

- Mary Anne Fitzgerald
  - Michele Fussenegger
  - Judy Boston
  - Kim Judy
  - Patrick Wilson
- Kaitlyn Gilligan
  - Megan Madden
  - Scott Maloy
  - Bryan Reeves

# THOUGHT LEADERSHIP

MCM is committed to being thought leaders in our profession, in our specialized industry and service areas and in our communities. We in turn share this knowledge with our clients to help them make informed decisions about their businesses. Our goal is to help our clients find solutions for the issues that keep them up at night.

We created the MCM Professional Education platform to host all of our educational content in one place. It includes a place to register for future events and a place to re-watch old webinars and download slides from previous presentations. This year we were able to offer 35 hours of CPE and 17 events.



# ADVISORY SERVICES

We believe the relationships with our clients are what makes us stand apart. We work with them to address challenges and provide solutions for what keeps them up at night. Here are some of the highlights from 2022.

<b>Family Business Advisory Services</b>	<ul style="list-style-type: none"><li>• Hosted webinar series of “Best Practices” for family business</li><li>• Performed exit planning for five businesses transitioning to next generation</li><li>• Conducted more than 20 Team Cohesion training sessions for family teams</li><li>• Assisted various sized clients with establishment of family governance models</li><li>• Presented at annual update on best practices in family governance</li></ul>
<b>Human Resources Advisory Services</b>	<ul style="list-style-type: none"><li>• Assisted numerous clients with market compensation studies</li><li>• Provided HR consulting services to over 150 members of a national professional services association</li><li>• Assisted numerous clients with transition strategy, talent strategy and leadership coaching</li><li>• Hosted webinar series on transformational HR matters</li><li>• Created management development series with personal coaching for leadership team</li><li>• Developed policies and procedures for spin off organization of more than 400 employees</li><li>• Numerous presentations at various industry summits</li></ul>
<b>Capital Markets Group</b>	<ul style="list-style-type: none"><li>• Completed sell-side transaction</li><li>• Completed \$30 Million capital raise</li><li>• Various communications regarding merger and acquisition environment</li><li>• Presented at annual update on current environment</li></ul>
<b>Business Valuation &amp; Transaction Due Diligence</b>	<ul style="list-style-type: none"><li>• Completed due diligence on more than 20 transactions</li><li>• Completed due diligence on acquisition of group of brands</li><li>• Completed more than 70 valuations for gift and estate tax purposes</li><li>• Provided financial modeling for determination of financial viability of potential acquisition</li><li>• Presented at annual update on current environment</li></ul>



# EXCELLENCE RULES.



We are committed to superb client service, high-quality expertise, and significant client relationships. We believe it's our relationships that make us stand apart from other CPA and advisory firms. Our dedication to the community and to help our clients are what drive our success. We try to be the best to provide you with the best.

# COMMUNITY INVOLVEMENT

MCM is proud to say “we’re home” in five different regional communities, and in addition to serving our clients, we partner with a number of not-for-profit organizations through fundraising, volunteering, and donating.

Our Charitable Action Committee (CAC) is committed to serving the community and providing opportunities for team members to get involved and volunteer.

MCM regularly provides funds and time to more than 125 non-profit organizations. We invest in our communities by supporting organizations like Metro United Way, Fund for the Arts, Special Olympics of Kentucky, LexArts, Habitat for Humanity, Ronald McDonald House Charities, Teachers’ Treasures of Indianapolis, Junior Achievement, Arts Wave, Salvation Army, CASA of Southern Indiana, and Homeless Coalition of Southern Indiana.

## 3,100

VOLUNTEER  
HOURS

## \$195,203

BACK TO  
THE COMMUNITY

## 159

BOARDS  
SERVED

Some of the additional organizations we served this year include:

- AMPED: Academy of Music
- Production Education and Development
- APRON, Inc.
- Bluegrass Parkinson’s Alliance
- Cedar Ridge Camp
- Center for Lay Ministries
- Chatfield Food Pantry
- Clark County Youth Shelter & Family Services
- Dare to Care Community Kitchen
- Dare to Care Senior Outreach Warehouse
- Girl Scouts of Kentuckiana
- Gleaners Food Bank
- God’s Pantry
- Habitat Restore
- Indy Neighborhood Cats
- Jacob’s Well
- Kerrington’s Heart, Inc.
- Manifest Art Gallery
- Million Meal Movement
- Personal Counseling Services
- Portland Museum
- The Parklands at Floyds Fork
- Volunteers of America Family Emergency Shelter
- Volunteers of America
- Wayside Christian Mission

## MCM CARES DAY

MCM kicked off our first annual MCM Cares Day on June 24, 2022. For this event, our team members joined together in their respective markets for a Firm update, learned about Emotional Intelligence and Purpose from a guest speaker, and then departed to local not-for-profit organizations to volunteer time. MCM Cares Day was a day of fun, engagement, learning, and giving back. We collectively logged more than 700 hours on MCM’s Cares Day.



# GETTING A GRIP ON BUSINESS WITH EOS®

In 2022, Crystal Faulkner dove deeper into her practice of the Entrepreneurial Operating System (EOS) as a Certified EOS Implementer. Crystal travels across the country, advising leadership teams to instill a positive culture of focus, discipline, and accountability to fix root problems, lead more effectively, and gain Traction® in their businesses.

Crystal is one of 650 global EOS Implementers, and MCM is one of 190,000 companies offering EOS tools to their clients.

**“I can’t say enough about the positive impact Crystal Faulkner has had on our company and executive team. Crystal taught us the EOS process and continued to facilitate our quarterly and annual sessions because of her incredible ability to bring out the best in our team. We are now a strong, more cohesive, and more focused team.”**

**– Rex Wetherill, CEO, Hydrotech, Inc.**



# DIVING DEEPER INTO BUSINESS INTELLIGENCE



In 2022, the Business Intelligence Service Team expanded to include new Data Analytics Service offerings led by Tayaba Nadeem to help businesses leverage data and human intelligence to unlock opportunities, address challenges, and drive value.

Understanding that our clients have unique challenges, the Business Intelligence Service Team created two main categories for client services—Data Strategy and Analytic Solutions.

MCM’s Data Strategy services are beginner-friendly, strategic, road mapping services designed for clients who are not yet ready to jump in and begin analyzing data to drive decision making. Our expert advisors meet with key players to learn about an organization’s unique goals and needs, and then provide an assessment of what steps they can take to prepare data for future use.

For the clients who are ready to begin analyzing their data, we recommend MCM’s Analytic Solutions services. These services

are designed to convert clients’ complicated spreadsheets to interactive, on-demand dashboards with user-friendly graphs and charts, providing our clients with the ability to quickly identify and address issues before they become major, expensive problems.

Our new Analytic Solutions Applications provide solutions to common problems our clients face, including dashboards for Procurement Card (PCard) and Procure to Pay (P2P) vendor processing data.

Traditionally, data analytics dashboards are created through custom work efforts, resulting in an expensive bottom line and long wait times for clients. Our turnkey applications are built for scalability, allowing clients to be onboarded in less than two weeks, with a more affordable price.



PEOPLE MATTER.



LEADERS INSPIRE.



EXCELLENCE RULES.