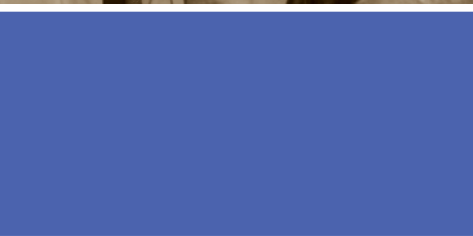




60
YEARS

And Counting...

HAWKINS | ASH
Part of your business. Part of your life. CPAs



Part of your business. Part of your life.

All of us at Hawkins Ash CPAs want to thank our clients for their loyalty, support and confidence in us during our 60 years in business. It is with sincere appreciation that we thank all our employees, past and present, for putting their passion and talents into working with our clients.

Our firm began in La Crosse, WI and quickly branched out to other cities in Wisconsin and Minnesota. At first our firm offered tax work for clients and then expanded into audit services, public housing, compilation and review engagements, accounting software, accounting services, benefits administration, and consulting. Like many businesses, our firm continually rebalances our market locations and service offerings, finding the right balance for us to exceed our clients' expectations in dynamic business environments.

The past 60 years at Hawkins Ash CPAs have been exciting times. Our roots were established in an office with three partners; today we are eight offices strong with 17 partners and nearly 150 employees. We began working with pencils on ledger books and by placing calls to clients on rotary dial phones from clients' business cards in the rolodex. Today, technology has our employees working in virtual offices, networking with social media and communicating on mobile devices in a paperless environment. Face-to-face meetings with clients, educational seminars, and government interactions are taking place online in real time. Our clients' best interest is at the core of the services we offer.

We invite you to look through this anniversary book. It captures pieces of our history with pictures, data, events, and stories. We are proud of the Hawkins Ash CPAs legacy, thankful to those who have played a part in the story, and excited to see what unfolds in the years to come.

Thank you for being a part of Hawkins Ash CPAs' 60th Anniversary.



And Counting...

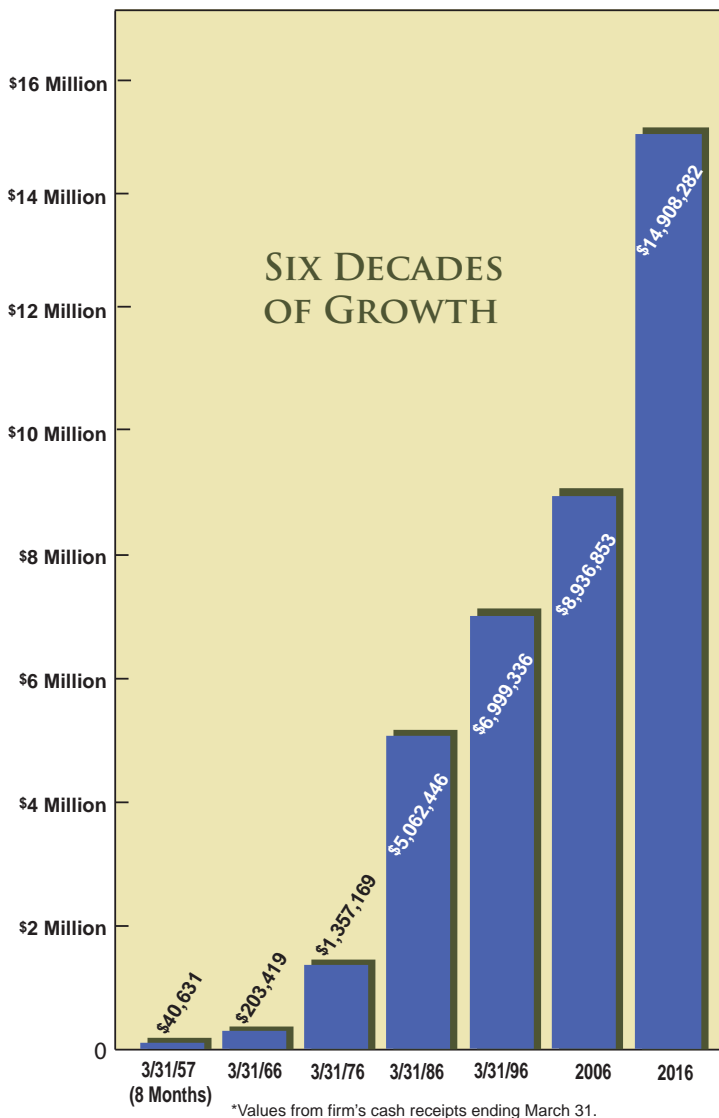
BUSINESS GROWTH

A solid foundation is required to grow a business. Hawkins Ash CPAs was founded on August 1, 1956, with one office and no computers. Present day, 60 years later, there is a completely new generation managing the business with the latest technology in eight locations. That foundation is taking care of our clients, employees and communities.

Achieving success in a service-based business is accomplished with loyal clients who partner with our team, achieving trust and value. Today, we are fortunate to still work with some of our firm's first clients transitioning trusted relationships through business evolution. Over the past 60 years, clients and services have changed, but the core of our business has remained true to our firm's legacy.

CLIENTS

Hawkins Ash CPAs partners with more than 10,000 clients in business and personal engagements. The core of our clients operate businesses in these categories:



Having the right people in the right place at the right time with the right tools is critical to our ability to serve clients. Today's business environment is filled with technology that allows collaborative interaction throughout the world. For Hawkins Ash CPAs, this technology allows our associates to be in any of our offices, work from any computer, and collaborate daily with fellow associates and clients. Technology allows our employees to gain and act on more knowledge, build teams in a dynamic work place, and be more productive. It means we can better serve our clients, no matter where they are.

Over the past 60 years, our team of employees have made our firm increasingly valuable. We partner with clients to help them reach their goals. Our employees are good at what they do because they love what they do. This is illustrated by our 2015 employee retention rate of 88%. Our retention rate is ideal in that it balances leadership, experience, and new talent acquisition.

	PARTNERS	STAFF	INTERN/LTE	TOTAL	CPAS
Green Bay	5	19	5	29	11
La Crosse	4	41	4	49	14
Manitowoc	2	12	2	16	5
Marshfield	2	8	3	13	5
Medford	1	8	3	12	2
Rochester	1	10	1	12	5
St. Charles	1	3	1	5	1
Winona	1	9	1	11	2
Total	17	110	20	147	45

*Employment numbers as of 3.31.16

**Limited term employee, LTE

TAX SERVICES

ACA Reporting and Compliance

IRS Audit Support

State and Local Tax (SALT)

Tax Return Preparation

- Corporations
- Estates
- Individuals
- Nonprofits
- Partnerships
- Personal Property
- Trusts

Tax Planning and Consulting

Tax Research

SALT Services

Every business needs solutions to comply with state and local tax laws and regulations.

Our SALT expert has worked for the Department of Revenue and provides clients reverse audits, sales tax assistance, exemption certificate compliance assistance, utility studies to maximize the manufacturing exemption, audit defense and training.



AUDIT & ASSURANCE SERVICES

BSA Audit

Compliance for State Funding Audits

Employee Retirement Plan Audit

Financial Statement Audit

Financial Statement Compilations

Financial Statement Reviews

Gaming Audit

Internal Control Consulting

Member Verification

Membership Agreed Upon Procedures

**Public Service Commission
Annual Report**

Single Audit

**Student Activity Fund Agreed Upon
Procedures**

Student Loan Reviews

Supervisory Exam

Utility Audit

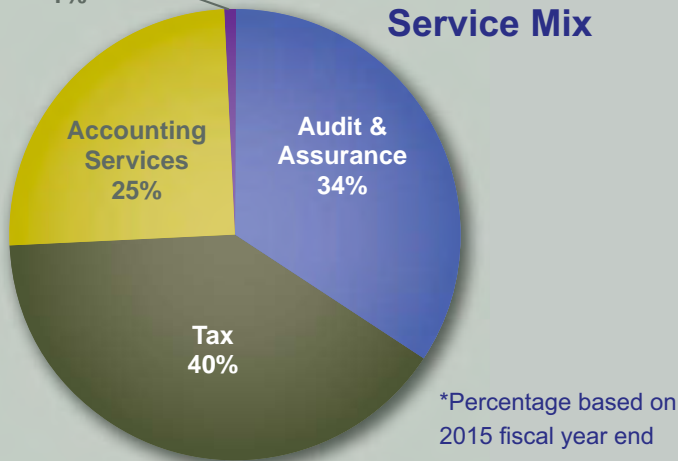
Water and Sewer Rate Study

WPCP Audit

Employee Benefit Plan Audit

As an employer there is value in having your benefits plan audit done in an effective and efficient manner. Our team addresses and resolves common plan issues including proper valuation and recording of investments, defined eligibility and compensation, compliance with ERISA and DOL regulations, and weak internal controls for payroll and benefits.

Hawkins Ash CPAs Service Mix



ACCOUNTING SERVICES

1099 Processing

Accounting Software Training
and Support

Bookkeeping and Financial Statements

Bookkeeper for the Day

Budgeting and Forecasting

Depreciation Schedules

Payroll Services and Reporting

Public Housing Authority

- Operating Subsidy
- REAC Submission
- Tenant Accounting

Sales Tax Processing

ACA: 1095 Filing Service

The Affordable Care Act requires some employers to file the specialized Form 1095. We help employers determine which version of the Form 1095 is right for their organizations, provide criteria to determine which employees need to receive a Form 1095, assist in collecting the right employee data, and electronically file the forms on the employers' behalf.

SERVICES

BUSINESS ADVISORY SERVICES

Accounting System Assistance

Business and Strategic Planning

Business Start Up Consulting

Depreciation Optimization

Employee Benefit Plan Consulting

Financial and Cash Flow Projections

Financing Assistance

Human Resource Consulting

Internal Controls Reviews

Litigation Support

Merger and Acquisition Assistance

Organizational Structure Analysis

Outsourced Controller/CFO Services

Sales and Profitability Trends
and Analysis

Seminars and Training

Succession and Exit Planning

Valuation Services

Succession and Exit Planning

The sale or transfer of a business is a significant financial event, and one that unfolds differently for every business owner. We have guided numerous professionals through this process, allowing a smooth transition of company ownership. In some cases a valuation or calculation of value is done to provide a tangible number for the business. We will help outline and achieve personal financial goals before exiting the business.

For a more detailed list of services please visit our website,
www.HawkinsAshCPAs.com/services

60
YEARS

And Counting...

SIX DECADES OF PROGRESS

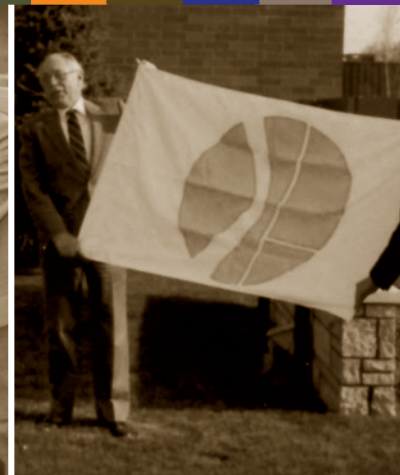
1980's

- 1983 Winona, MN office opens. Register firm logo as a Trademark.
- 1985 Manitowoc, WI acquisition.
- 1987 HAB Inc. is formed to market and sell computer services.
- 1988 Sturgeon Bay, WI office opens via acquisition. Green Bay, WI office opens via acquisition. Manitowoc, WI office move.

1970's

- 1975 Manitowoc, WI opens via acquisition.
- 1978 Marshfield, WI and Medford, WI open via acquisition.
- 1979 The firm purchases first computer.
- 1979 Manitowoc, WI office expands.

1956 The firm was founded as the result of merging the sole practice of Richard G. Hawkins and the partnership of James O. Ash and David D. Baptie in the La Crosse, WI market.



1990's

- 1996 Register as a LLP, name officially is Hawkins, Ash, Baptie & Company, LLP.
- 1999 Wealth Management Division is established.

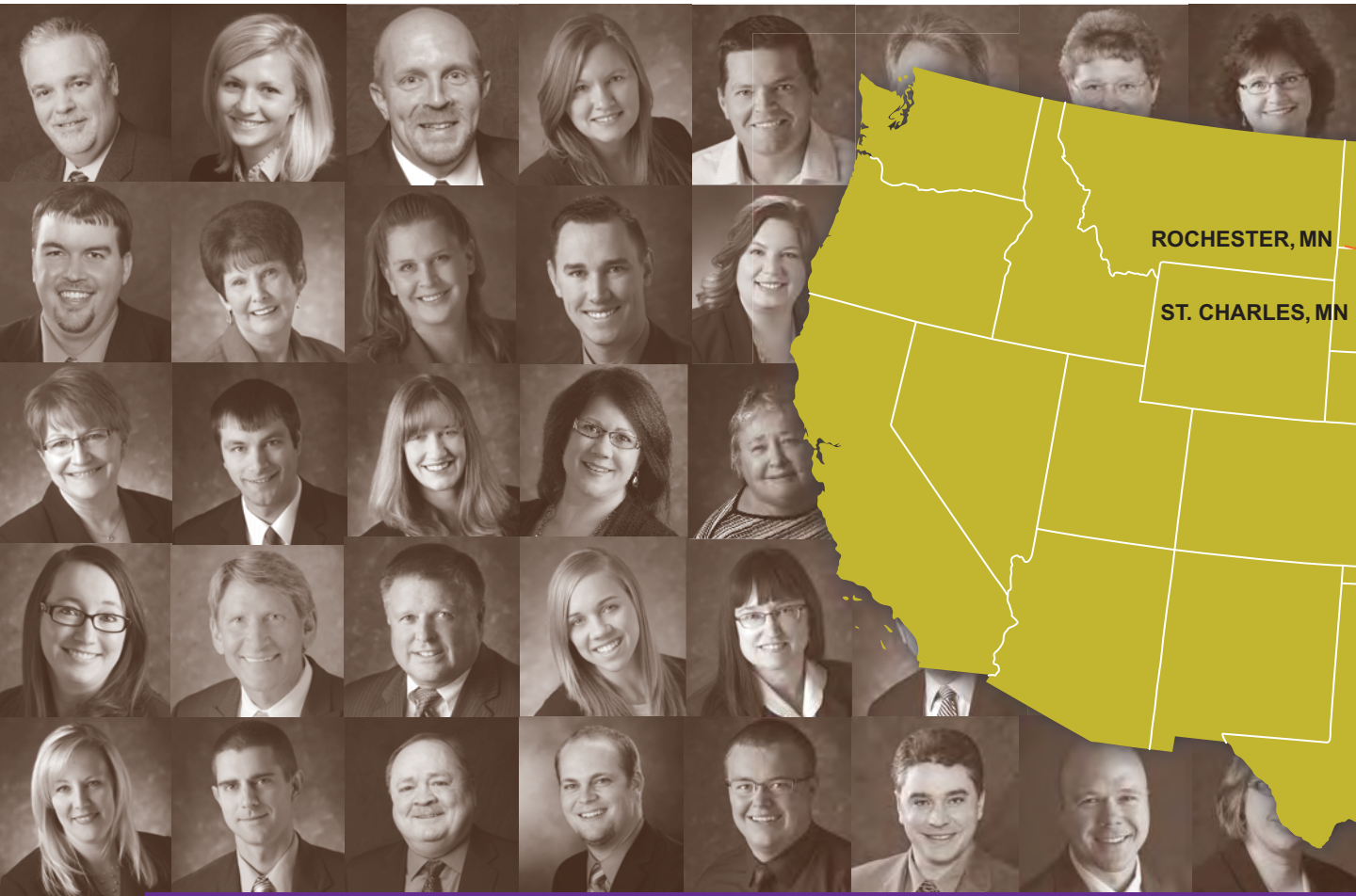
2000's

- 2000 Sturgeon Bay, WI acquisition.
- 2002 Sturgeon Bay, WI practice sold.
- 2003 Green Bay, WI office moves to De Pere, WI.
- 2007 HAB Inc. is sold.
- 2008 La Crosse, WI office moves and expands to current location. Wealth Management Division is sold.
- 2009 Marshfield, WI acquisition.

2010's

- 2010 Marshfield, WI acquisition.
- 2013 Hawkins Ash CPAs, LLP name change and rebrand.
Rochester, MN and St. Charles, MN offices open via acquisition.
Winona office expansion via acquisition and office remodel.
Green Bay, WI office opens with De Pere, WI relocation and acquisition.
- 2016 **CELEBRATE 60 YEARS ANNIVERSARY.**





La Crosse, WI
Hawkins Ash CPAs – headquarters

Our largest office is located in downtown La Crosse, WI, just a block from the banks of the Mississippi River on the border of Wisconsin and Minnesota. This location is in the heart of the city where nature, art, business and community flourish. In 1956, the original office of Hawkins, Ash, Baptie and Company was located at 305 5th Avenue South in downtown La Crosse with a second office space opening just two blocks up the road at 115 5th Avenue South. Due to growth and to consolidate offices, a building located at 99 Milwaukee Street was purchased in 1975. Following a boom in business, that building was expanded. Then in 2008, the office relocated back to downtown where Hawkins Ash CPAs operates on the second floor of the River Crossing Square Office Building.

Hawkins Ash CPAs' La Crosse office is home to most of the firm's administrative team, including human resources, information technology, and finance. Partners, managers, and staff service clients in audit, tax and accounting services. Our public housing fee accounting team is based there as well. The La Crosse office has nearly 50 associates on staff.



Hawkins Ash CPAs
has offices located in
Wisconsin and Minnesota,
but we conduct business
across the United States.

LEADERSHIP

Organizing a group of people to achieve a common goal.

Hawkins Ash CPAs is led by partners. Since 1956, 50 individuals have been voted into the partnership to take on leadership roles in the firm. Today, we have 17 partners who call one of our eight offices their home office. Each carries a different leadership style while representing all our services. Our partners actively contribute to the development of Hawkins Ash CPAs' by helping set a strategic vision, financial framework, and operational infrastructure.

Our partners are committed to a Code of Conduct with which they promise to uphold commitments and values determined by the leadership team of partners and managers. They serve as examples of our core values, carry our culture and develop it in others. Furthermore, they do what is best for our firm, and are committed to continuous growth.

2016 Partners



Jeff Danen, CPA, CVA
Green Bay WI



Jeff Dvorachek, CPA
Manitowoc, WI



Matthew Eckelberg, CPA
Marshfield, WI



**William Evenson,
CPA, JD**
Green Bay, WI



Steve Handrick, CPA
Green Bay, WI



Monica Hauser, CPA
La Crosse, WI



Sandy Jensen, CPA
La Crosse, WI



Randy Juedes, CPA
Medford, WI



Greg Kenworthy, CPA
La Crosse, WI



Jay Kramer, CPA, MST
Green Bay, WI



Abe Leis, CPA
La Crosse, WI



Randall "Randy" Miller, CPA
Manitowoc, WI



Corwin Osterloh, CPA
Winona, MN



Steve Overly, CPA, CVA
Green Bay, WI



Arthur Raak, CPA
Rochester, MN



Doug Wendlandt, CPA
Marshfield, WI



John Wolter, CPA
St. Charles, MN

Hawkins Ash CPAs Current and Past Partners

James O. Ash	Dean A. Klemm
David D. Baptie	Jay M. Kramer
Marvel J. Betchwars	Bernard J. Kuenne
Allan D. Brott	Walter H. Leifeld
Roy R. Campbell	Abe H. Leis
Robert J. Daley	Randall L. Miller
Jeffrey W. Danen	Terry J. Miller
Jon S. Danforth	Corwin L. Osterloh
Jeffrey W. Dvorachek	Steven J. Overly
Matthew P. Eckelberg	Jeffrey R. Paro
William O. Evenson	JC Pfeiffer
Robert Filipiak	Arthur J. Raak
Mike L. Foth	Ralph P. Ruben
Judith A. Fuchsteiner	David A. Schlueter
Allan Guldan	Charles R. Schindhelm
Steven G. Handrick	Richard A. Spencer
Gerald R. Hansen	Roger J. Sorenson
Mark A. Hanson	Vicki A. Stangel
Monica M. Hauser	Larry E. Vangen
Richard G. Hawkins	Thomas E. Walch
Darwin F. Isaacson	Galen H. Wautier
Sandra K. Jensen	Douglas R. Wendlandt
Debra R. Johnson	Jack E. White
Randy L. Juedes	John F. Wolter
Greg Kenworthy	Roger D. Ziff

Shaping the past 60 years and those to come.

To take a look back over the last 60 years is a formidable and inspiring task.

Hawkins Ash CPAs continues to grow and remains strong despite economic and industry obstacles and ever-changing technologies. We are thriving with talent from new generations who are collaborating in the workforce and staying competitive in emerging and growing services. We have expanded our market footprints, allowing us to serve clients who thrive in mid-size markets. Our leadership team has expanded from our founding partners of Richard Hawkins, James Ash, and David Baptie to our current 17 partners. They are accompanied by directors, managers, and staff who are extremely bright and driven to preserve our reputation for providing exceptional service to our clients while being stewards within our communities.



"I am looking forward to leading the firm with new energy."

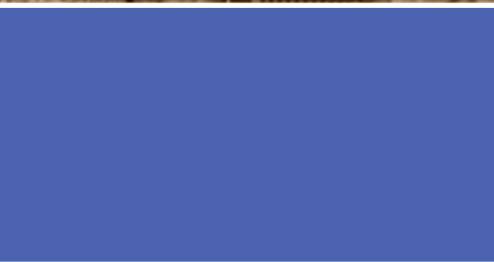
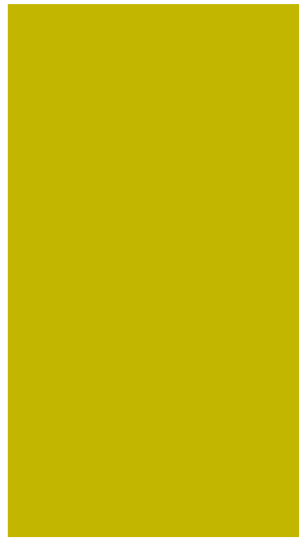
Abe Leis, Managing Partner

A managing partner leads our partners and firm. The role of managing partner is an elected four-year term, with a one-year learning or shadowing term with the outgoing managing partner. The firm's current managing partner is Abe Leis, who began this role on January 1, 2016. Abe has a long history with the firm, providing him unique and beneficial insight to deepen the firm's expertise areas, focus on higher levels of service and knowledge, and enable advisors to become more trusted by clients. He also plans to continue to grow the firm through mergers and acquisitions. While Abe is based in our La Crosse, WI office, he is regularly in all eight of the firm's offices.

Prior to the new year, the firm's managing partner was Steve Handrick. Similar to Abe's history with the firm, Steve started his 37-year career with Hawkins Ash CPAs right out of college. He was the managing partner for 12 years and took the firm to exciting new levels. He oversaw five acquisitions, which expanded the firm's footprint and strengthened its market presence in existing locations, growing the firm by almost 70%. He guided the firm ahead of technology trends to create digital offices, allowing employees to work remotely and together across the two states, service clients nationwide, and become a paperless firm. Steve was successful in developing staff to be well-rounded business consultants for clients and take on leadership roles within and outside the firm. As part of his transition from managing partner to partner, Steve has been named chair of the WICPA Board of Directors.

Hawkins Ash CPAs is fortunate to have been led by strong CPAs, partners and business minded professionals. Our managing partners have included James Ash, David Baptie, Robert Daley, Jack White, Roy Campbell, Steve Handrick and currently Abe Leis.

Each has contributed to the reputation and success we have today.



CORE VALUES

INTEGRITY [in-teg-ri-tee]

1. We do what we say we will do.
2. We will not take on responsibility where we lack expertise.

MUTUAL RESPECT AND TRUST [ri-spekt], [truhst]

1. We will be open and respectful with others.
2. We live by the “Golden Rule.”

CLIENT FOCUS [klayh-uh nt], [foh-kuh s]

1. We get to know our clients and listen to their needs, thereby building long-term relationships.

TEAMWORK [teem-wurk]

1. We cooperate and collaborate with colleagues and clients.
2. We openly share our knowledge with each other, promoting a team approach.

LEADERSHIP [lee-der-ship]

1. We lead by example.
2. We strongly believe in practicing what we preach.

COMMUNICATION [kuh-myoo-ni-key-shuh n]

1. We are committed to open and honest communication, sharing and receiving information with our colleagues, clients and communities to achieve mutual understanding.

Our values are what clearly defines the behavior we choose. Values are within us, and what we deem to be right, worthwhile and desirable.

HAWKINS | ASH
Part of your business. Part of your life. | CPAs

1.800.658.9077

www.HawkinsAshCPAs.com