

— 2020 —
**ANNUAL
REPORT**

All information and data presented are
representative of the time period
January 1, 2020 - December 31, 2020

JohnsonLambert.com

REMAINING TOGETHER IN A REMOTE WORLD

Although many things changed in 2020,
Johnson Lambert's commitment to our
people, our clients, and the industries we
serve remains steadfast.

JohnsonLambert.com/AnnualReport

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MESSAGE FROM THE MANAGING PARTNER



JOHN PRESCOTT, CPA, AIAF
Managing Partner

John has been with Johnson Lambert since 1992 and was elected Managing Partner in 2015.

“ To our team, our clients, and friends of Johnson Lambert,

What is there to say about 2020 that isn't cliché or hasn't already been said? It was unexpected. It was difficult. It was a forced redirect of so many things, professionally and personally, for almost everyone. We all had to learn the real meaning of agility. We had to make swift but smart decisions, and we had to trust our instincts and our processes. Perhaps most importantly, we doubled-down on our commitment to our people and our clients that we would always act out of immense and unwavering respect for their best interests.

From the first days of this firm, we've been focused on staying relevant to our people, our clients, and the industries we serve. This has translated into bold decisions, empowering brave and dedicated leaders, fostering the growth of smart and savvy professionals, and partnering with and supporting clients who also have grand visions and strong execution. As such, we found ourselves in 2020 wanting to be anything other than stagnant, and we poured energy into exciting projects and initiatives that suddenly felt more important than ever.

Recognizing the need to evolve further and faster, we rolled out a new Culture Code, including more succinct core values: Agility. Respect. Trust. We also identified five cultural behaviors that guide how we make decisions as a firm and as individual representatives of Johnson Lambert. You can read more about the Culture Code on page 14. We do not feel that anything was “broken”, but rather, we wanted to make it easier for everyone to verbalize what our firm really stands for, without abandoning any of the “special sauce” that our founding partners created to make our firm what it has grown to be today.

We're excited to imbed this culture code into our internal evaluation and hiring processes as well as our client experience.

We focused on processes and structure this past year. Fortuitously, we had planned and executed a few structural changes at the firm in January 2020. Most notably, we implemented an Executive Committee to work closely with me, as Managing Partner, to ensure that various voices and perspectives were represented as we made key decisions. Having this group in place for all that 2020 brought, positioned us well to be agile, to be responsive to client and employee needs, and to keep our firm running smoothly.

As far as processes that directly impact our clients, we embarked on two exciting initiatives. First, our client survey process launched in April 2020, and we've learned so much from our clients' feedback. We are proud of a world class Net Promoter Score (NPS) that you can learn more about on page 22. Secondly, our audit efficiency, workflow, and automation project grew in efforts and energy exponentially in 2020, now expanded to our tax and consulting service lines. These efforts are already demonstrating great time-savings for engagement teams and clients alike, while never compromising the thoroughness or quality of our work. More details about this project are shared on page 24.

Finally, in summarizing our 2020 achievements, I would be remiss to not mention the formation of our Diversity, Equity, and Inclusion (DEI) Committee. While DEI topics and passions have been circulating within the firm for a long time, we embraced the national and global cry for radical change, and we formalized this Committee. Please read more about our goals and the Committee's early accomplishments on page 16. This is just the beginning of our commitment to making sure Johnson Lambert is part of the solution.

The DEI work and the culture code work have reinforced our need and desire to be as transparent as possible at all times. Though there are many forms of communication we utilize to share information with our people and our clients, we felt there was no better time than now to add this newest form of transparency: our first ever annual report. Our Marketing team has put a lot of work into sharing a wide range of information with you and telling more of the Johnson Lambert story, featuring data and details from all of our teams: Finance, Human Resources, Information Technology, Quality Control, and all of our client-facing practices. We hope you learn something new about Johnson Lambert, and we hope you feel how much you are a part of our story and our future.

Though 2020 was a storm to weather, we weathered it together, and I am optimistic about the future and the next chapters of our firm's story, our people's stories, and our clients' stories.

With gratitude,

John Prescott

CREDITS

Our team would like to extend a special thanks to the following contributors for making the annual report possible.

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MOVING FORWARD

We believe our growth comes from our commitment to delight our clients in every interaction and from our desire to introduce new clients to the Johnson Lambert experience in which people and relationships mean everything.

GROWING OUR FIRM

We continue to evolve alongside our clients, who are always taking on new challenges and opportunities, being innovative and forward-thinking, and who rightfully want and need valuable insights from their business partner.

9.8%
revenue growth in 2020

Strong commitment to quality — *of work, practices, process, and talent* — is the backbone of our ability to grow and prosper.

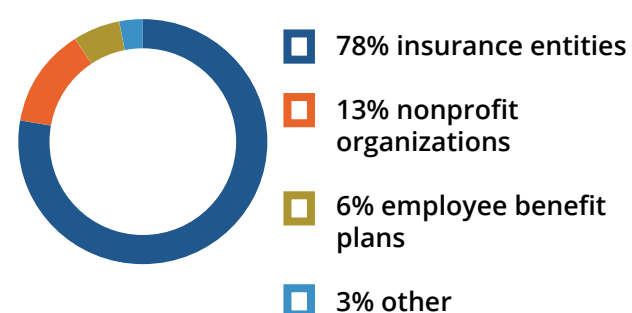
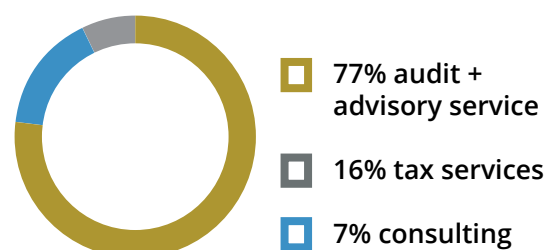
\$34.7M
revenue in 2020

\$31.7M
revenue in 2019

\$30.4M
revenue in 2018

“Johnson Lambert are the ultimate professionals and partners. As we have to do more with less resources, the partnership with Johnson Lambert is crucial to the success and future of our organization.”
- Executive Director, nonprofit client

2020 REVENUE BY PRACTICE + NICHE



STRENGTHENING CLIENT RELATIONSHIPS

At Johnson Lambert, our clients' success is our success. We do all that we can to support our clients throughout the year and build lasting relationships.

“Johnson Lambert staff are reliable and easy to work with, but most importantly, they know my business. Their specialized expertise allows them to do thorough work efficiently, giving us results we can trust at a value that is head and shoulders above the competition.”
- Director of Finance, insurance client

♥ **65+**
expanded relationships

LONG-TERM CLIENT RELATIONSHIPS



As we expand our client portfolio, we look forward to developing our new clients into longstanding relationships.

NUMBER OF NEW CLIENTS

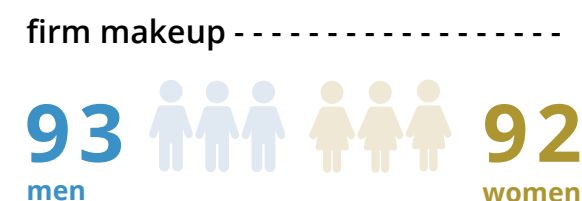


EXPANDING THE JL FAMILY

OUR PEOPLE BY THE NUMBERS

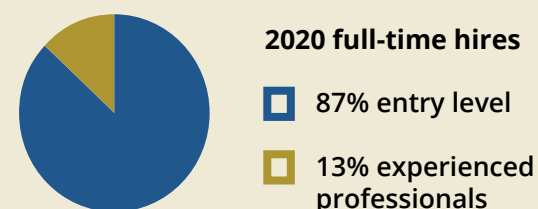


30 PARTNERS, MANAGING DIRECTORS, AND PRINCIPALS



We continue to create opportunities for our talented and dedicated Johnson Lambert team. The passion and knowledge of our people make it possible to delight our clients.

GROWTH BY THE NUMBERS



Johnson Lambert welcomed many talented members to the team. We also had a few professionals return to the firm after time in other roles. It is a proud moment for us when these situations work out — *a proud moment for us anytime we grow the Johnson Lambert family* — even if we had to welcome them in a very different fashion this year.

2020 PROMOTIONS



13 managers, effective Aug 2020
11 senior associates, effective Aug 2020

NEW LEADERSHIP ROLES

PARTNERS

In January 2020, we welcomed Paul Preziotti to the partnership, named Uso Sayers a Managing Director, and named David Fuge as Chief Innovation Officer. All three of these outstanding professionals bring much to the firm with their strong histories of top-notch client service, as well as a genuine care to develop and encourage the team members they lead.



Paul Preziotti, CPA
Partner



Uso Sayers, CISA, CISSP
Managing Director



David Fuge, CISSP
Chief Innovation Officer

PRINCIPALS

Our leadership team was also joined by three new principals in 2020: Dustin Barnwell, Melanie Barthel, and Alex Murray.

Another exciting addition is Zack Wisniewski, who joined the team as our newest principal in January 2021 to lead our rapidly expanding Internal Audit team. Not only does Zack bring experience as an internal auditor at several large insurance entities, but he is also a former team member who has returned to the Johnson Lambert family.



Dustin Barnwell, CPA



Melanie Barthel, CPA, CPCU



Alex Murray, CPA



Zack Wisniewski, CPA

ABOUT JOHNSON LAMBERT

Johnson Lambert is a CPA and consulting firm focused on serving distinct industry niches. For 35 years, we have focused on providing audit, tax, and advisory services to a national and selectively international client base including insurance entities, nonprofit organizations, and ERISA-qualified benefit plans. Johnson Lambert is also an independent member of DFK International/USA, a worldwide association of independent accounting and management consulting firms.

500+
insurance clients

250+
nonprofit clients

75+
employee benefit
plan clients

Johnson Lambert was formed in 1986 in the Washington, DC area by Larry Johnson and Debbie Lambert, Partners Emeriti. Prior to the formation of our firm, Larry and Debbie were both affiliated with a national firm as active leaders in the insurance practice. As they created Johnson Lambert, their vision was to be an alternative to the then “Big-8” firms in providing audit and tax services to the insurance industry. Over the years, we selectively expanded our practice to include the nonprofit and employee benefit plan sectors but remain very committed to a niche-focused strategy.

WHO WE ARE

Johnson Lambert is not only a firm of CPAs, consultants, advisors, and thought leaders. We are teammates, volunteers, and advocates for change. We pride ourselves on our inclusive culture and commitment to the communities in which we work and live.

CULTURE CODE

Recognizing the need to evolve further and faster, we rolled out a new Culture Code in 2020. Our updated, more succinct core values are: *Agility. Respect. Trust.* We also identified five cultural behaviors that guide how we make decisions as a firm and as individual representatives of Johnson Lambert.

VISION

To support each client and our people in meeting their goals and reaching their full potential.

MISSION

To provide the highest quality audit, tax, and advisory services within the distinct industry markets we serve, and to earn our clients' trust as a valued business partner. To be the choice employer for our profession's most innovative and dedicated talent.

CULTURAL BEHAVIORS

Behaviors that are universally recognizable and provide the boundaries for how we make decisions and interact with each other at all times.



Deliver high quality work and high quality experience



Build mutual respect as the foundation of success



Evolve, learn, and grow



Show up with passion and purpose



Nurture opportunity and inclusion for all

CORE VALUES

The manifestation of our core values are our cultural behaviors. The cultural behaviors are what we *do* to demonstrate our core values. While our core values do not change frequently, culture is a living, breathing thing which is ever-evolving.

AGILITY

We build agility through:

- **Adapting:** being willing and able to embrace change
- **Anticipating:** constantly looking into the future to understand how we can best meet the needs of an ever-evolving environment
- **Preparing:** creating an environment that embraces diverse ideas, training, education, and perspectives to develop the individual and collective capacity to pivot strategically

RESPECT

We build respect through:

- **Advocacy:** actively supporting the success of our people, clients, profession, the industries we serve, and the communities in which we live and work
- **Listening:** paying close attention to what others say to help us understand what they mean and how we can be helpful to them
- **Recognition:** seeing each individual as a whole being and valuing their merit and contributions

TRUST

We build trust through:

- **Commitment to quality:** adhering to the highest standards at all times
- **Integrity:** being honest and truthful in words and actions
- **Transparency:** sharing knowledge and communicating openly

DIVERSITY, EQUITY, + INCLUSION

DEI COMMITTEE

The Diversity, Equity, and Inclusion (DEI) Committee was established in July 2020, comprising various individuals at Johnson Lambert, from associates to partners across all offices. The mission of the DEI Committee is to create and nurture an organizational culture and work environment that:

- Is anti-racist and anti-biased
- Welcomes everyone to show up as their authentic selves
- Equips our people with the training and language to have respectful, progressive, and candid conversations, even when we have differing viewpoints
- Recognizes the value of diversity, and supports continued growth of diversity at Johnson Lambert

DEI COMMITMENTS + ACTIVITIES

CEO Action for Diversity & Inclusion Pledge

Signed by Managing Partner John Prescott | Jan 2020

CEO Closed Door Meeting and CHRO/CDO Summit

Attended by John Prescott, Courtney Kiss | Nov 2020

Unconscious Bias Training - Four Hours

Attended firmwide | Nov 2020

FIRM INVOLVEMENT



DEI COMMITTEE MEMBERS

MEMBERS

- + Akbar Alam, IT Project Manager
- + Sarah Armand, Marketing Manager
- + Tina Brazier, Office Administrator
- + Anabel Crawford, Associate, Business Advisory Services
- + Troy Dane, Associate, Audit
- + Greg Daniel, Senior Manager, Business Advisory Services
- + Lauren Darr, Partner, Audit
- + Gabe Duran, Associate, Audit
- + Willis Holder, Associate, Audit
- + Ryan Huyett, Associate, Tax
- + Jayme Malimban, Principal, Audit
- + Oleg Mateychenko, Senior Associate, Audit
- + Uso Sayers, Managing Director, Business Advisory Services
- + Zack Wisniewski, Principal, Internal Audit

LIAISON

- + Sarah McConnell, Partner, Audit

CO-FACILITATORS

- + Megan Mansfield, Campus Recruiting Manager
- + Courtney Kiss, Chief Growth and Development Officer

PARTNERS, MANAGING DIRECTORS, + PRINCIPALS



industry average: 23%

source: AICPA 2019 trends report



industry average: 9%

source: AICPA 2019 trends report

FIRMWIDE POPULATION



Representation from: Black/African American, Hispanic/Latino, Asian/Pacific Islander, Multiethnic

CEO **ACTION** FOR
DIVERSITY & INCLUSION

GIVING BACK

Johnson Lambert participates in community service all year round. We believe in the power of giving back to the communities in which we live and work, and we support our people in their service-related endeavors!

Office Community Service

Each of our offices play an important role in how Johnson Lambert supports its communities. Throughout the year, each office selects the service activities they will complete and the organizations they will work with. Each office typically plans up to four community service projects annually, which usually take place during business hours.



Firmwide Giving

Every year, the firm sets aside money to give back to organizations that are important to our people. Each office selects which causes the dollars go toward. In 2020, we featured these organizations during our *16 Days of Giving* on social media. Click the icon for a recap of the charities that matter to our team.

 **30+**
organizations
impacted by
Johnson Lambert

 **\$19,500**
donations made in
2020



ORGANIZATIONS TO WHICH THE FIRM HAS DONATED VOLUNTEER TIME OR MONEY

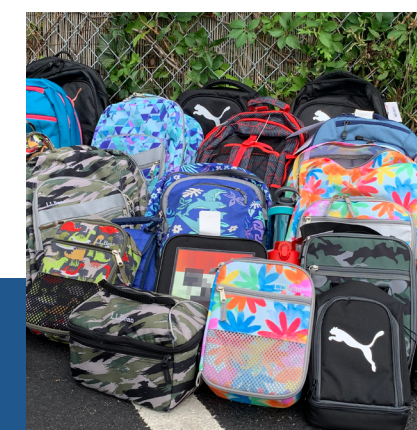
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|---|---|----------------------------------|
| + Atlanta Food Bank | + Food Bank of Central & Eastern North Carolina | + St Jude's |
| + Capital City Clauses | + Girl Scouts of America | + STEPs to End Domestic Violence |
| + Champlain Valley Office of Economic Opportunity (CVOEO) | + Girl Scouts of Atlanta | + Tammy Lynn Center |
| + Children's National Donor Drive | + K9s for Warriors | + United Way |
| + Color A Smile | + Michael's Feat | + Urban Growers Collective |
| + Comfort Zone | + People's Farm @ Intervale | + Vermont Community Foundation |
| + Community Assistance Center (CAC) | + Red Cross | + Wake County Women's Center |
| + Feeding America | + Restaurant Employee Relief Fund | + World Central Kitchen |
| + Feeding Chittenden | + Salvation Army | + Zack's Toy Chest |
| | + St Augustine Wild Reserve | |

This list does not include the multitude of professional organizations to which our team volunteers countless hours.



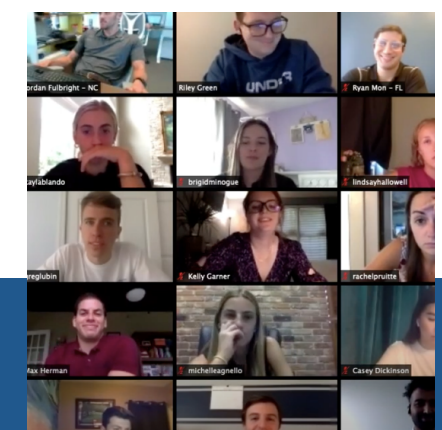
IN-PERSON SERVICE

Members of our NC office spent time sorting fruit at the Food Bank of Central & Eastern North Carolina.



SCHOOL SUPPLY DRIVE

Our team in VT donated school supplies to STEPs to End Domestic Violence.



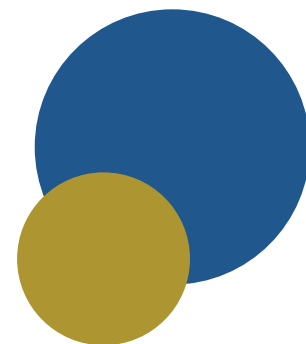
VIRTUAL SERVICE

During our June Orientation, interns and full-time employees participated in a virtual service project.

PERSONAL COMMUNITY SERVICE

Personal Community Service

All employees receive 16 hours of paid time off to work with the organizations that inspire their passion. Whether they're on the board of a nonprofit, volunteering at a food bank, or providing some TLC to the residents of their local shelter, we encourage all of our people to get involved and give back!



Where to Find Our People in the Community

- + ALIVE Rescue
- + Animal Care and Protective Services
- + Capital City Clauses
- + Food Bank of Central and Eastern North Carolina
- + Girl Scouts of Greater Atlanta
- + Salvation Army "Christmas Cheer Program"
- + STEPs to End Domestic Violence
- + The Intervale Center's "People's Farm"



I've helped coordinate the VT office efforts to support STEPs. We partake in the holiday program by providing gifts to children in our community, and support their school supply needs by providing back-to-school backpacks filled with supplies. The last two years, I also volunteered to help sort and distribute the gifts for the holiday program.

Elyssa Nagle



I've been the treasurer of the Capital City Clauses for three years. Over that time we have adopted hundreds of angels from the Salvation Army Angel Tree, purchased tens of thousands of toys for the children of Wake County, helped provide a week's worth of meals to children missing school lunch during COVID, and even bought a therapy horse.

Bailey White

Rachel Ferguson

Animal Care and Protective Services is a city of Jacksonville no-kill shelter. Without the help of volunteers, animals may not have the opportunity to leave their kennels all day. Socializing and walking the dogs at ACPS is so rewarding, and I love spending time giving attention and treats to the dogs until they get adopted!

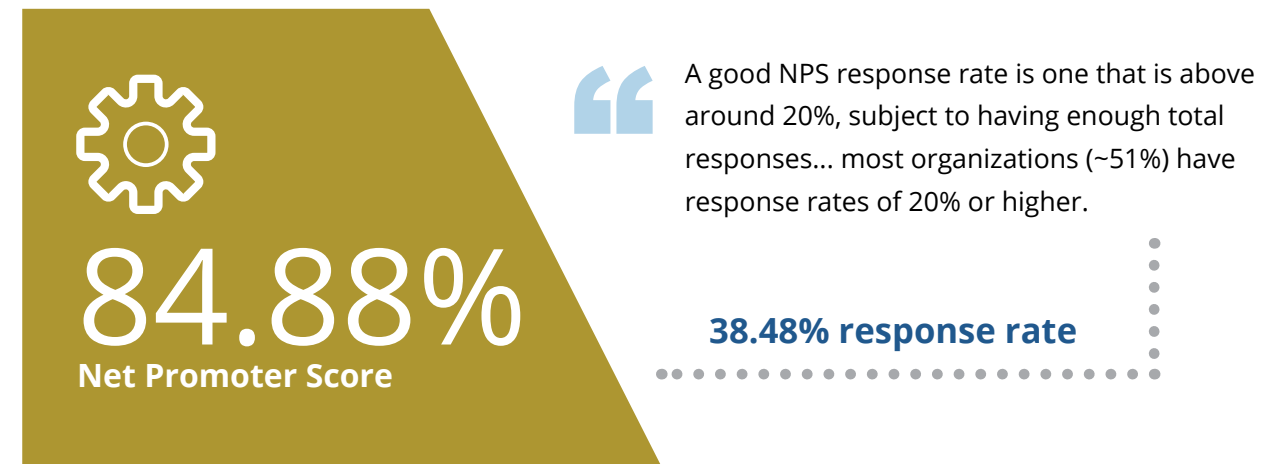


QUALITY COMMITMENT

Johnson Lambert is always striving to provide the highest quality service to our clients. In 2020, we focused on new initiatives to improve efficiencies and better our processes to best meet the needs of our clients.

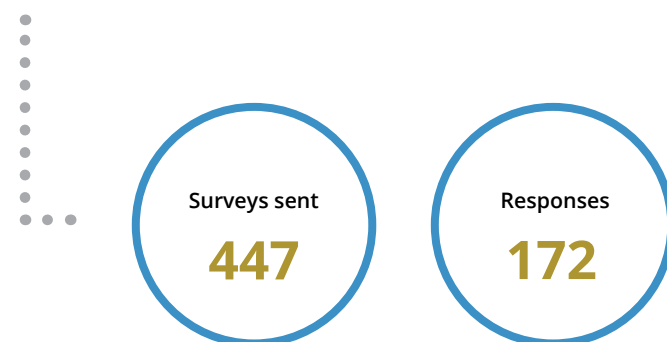
CLIENT SATISFACTION: NPS SURVEY

We embarked on a client survey program this year to gain invaluable feedback from our clients. With this feedback, we are able to finetune our communications and ensure that our clients are getting the information they need in the most helpful and efficient ways possible. Amongst the feedback we requested, we utilized the Net Promoter Score (NPS) methodology to quantify our clients' satisfaction. NPS is essentially a measure of how likely our clients are to recommend us to others.



We initiated the survey process in April 2020, and it will continue through 2021 and beyond.

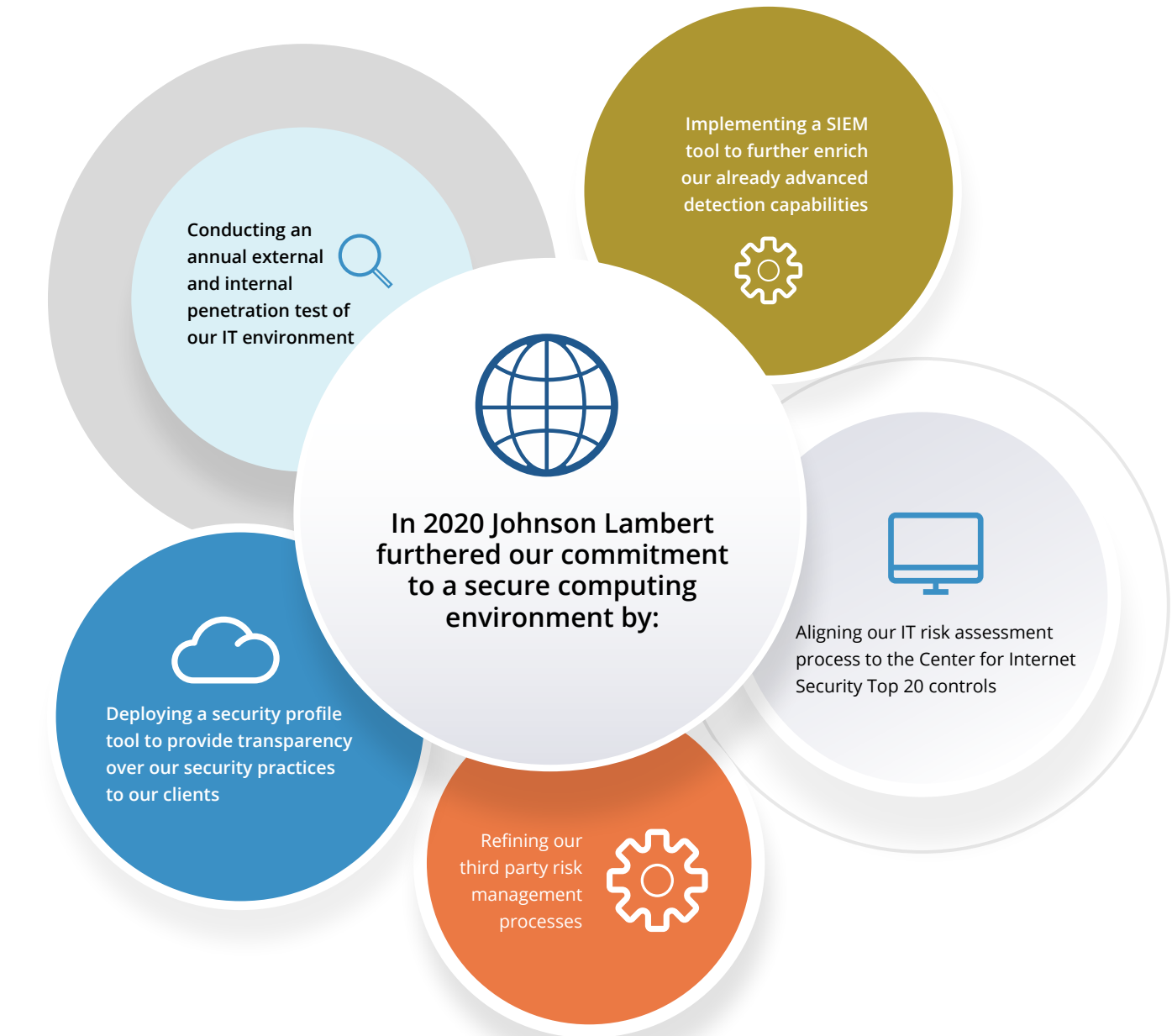
Through the survey program, we have received a Net Promoter Score (NPS) of 84.88%, putting Johnson Lambert in the **"world class"** service group.



Trends in feedback: our clients enjoy working with their engagement teams and appreciate our industry knowledge.

NET PROMOTER SCORES

85	firmwide
90	commercial insurance
81	alternative risk insurance
100	public entity risk pools
81	nonprofit
100	employee benefit plans



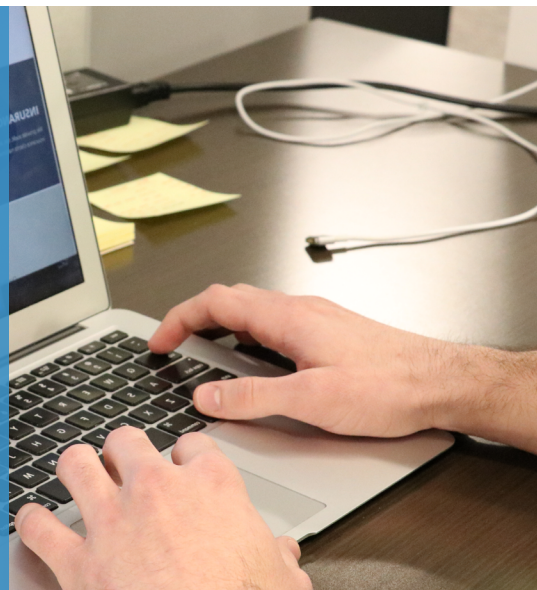
Johnson Lambert operates in a fully virtual IT environment, allowing for best-in-class security and flexibility for our staff. Our firm is committed to implementing controls, tools, and effective processes to provide a secure and reliable environment for the data and people used in our engagements.

TECHNOLOGY

AUDIT EFFICIENCY PROJECT

Johnson Lambert has always been committed to delivering high quality services and thought leadership to our clients. While we are proud of the great work we do, we are never content just doing great work. We strive to be the best! We partnered with a consulting firm specializing in accounting firm process improvement and identified areas where immediate and future improvements were warranted. We challenged the status quo to determine the effectiveness and necessity of certain audit procedures. The result is a more productive audit process focusing on improved client service and communications.

We are committed to continuous quality improvement and strive for progress each day.



PEER REVIEW

Firms enrolled in the AICPA Peer Review Program are required to have a peer review once every three years of their accounting and auditing practice related to non-Security and Exchange Commission (SEC) issuers covering a one-year period. The peer review is conducted by an independent evaluator, known as a peer reviewer. The AICPA oversees the program, and the review is administered by an entity approved by the AICPA to perform that role.

Johnson Lambert underwent our peer review inspection in 2020, and we received the highest result of "pass" with no letter of comment. Our peer review report is available [here](#).

PCAOB INSPECTION

We are registered with the PCAOB and perform audit services for SEC registrants. The registration rules of the PCAOB require the firm to implement stringent quality control practices over the areas of Independence, Integrity and Objectivity, Personnel Management, Acceptance and Continuance of Clients and Engagements, Engagement Performance and Monitoring.

As a PCAOB-registered firm, we are subject to periodic inspection by the PCAOB. A PCAOB Inspection includes a review of certain aspects of selected audits performed by the firm and reviews of other matters related to the firm's quality control system. Although we are awaiting the results of our 2020 PCAOB inspection, no deficiencies were noted in our prior inspection, which is available [here](#).

PEER REVIEW + PCAOB INSPECTION

STUDENT RECRUITMENT

During 2020, our student recruitment initiatives took a turn for the virtual. Our team adapted to the new environment by attending virtual campus events and finding new ways to attract talent.

METHODS OF OUTREACH

 **2** webinars

Campus Recruiting Virtual Information Session | Apr 2020
How to Shine in a Virtual Recruitment World | Aug 2020
Total Attendees: 184

 **40+** recruiting events

12 Career Fairs
15 Meet the Firms
15 Campus Presentations

CAMPUS RELATIONSHIPS

- + Appalachian State University
- + Auburn University
- + Augustana College
- + Carthage College
- + Champlain College
- + Christopher Newport University
- + College of Charleston
- + East Carolina University
- + Flagler College
- + Florida State University
- + Georgia State University
- + Illinois State University
- + James Madison University
- + Meredith College
- + Monmouth College
- + North Carolina State University
- + North Central College
- + Seton Hall University
- + St. Michael's College
- + State University of New York at Plattsburgh
- + The Citadel
- + Towson University
- + University of Georgia
- + University of Illinois at Chicago
- + University of North Florida
- + University of North Carolina at Wilmington
- + University of Vermont
- + William and Mary College

DEVELOPING OUR PEOPLE

Great service starts with great people. At Johnson Lambert we focus on not only hiring top talent, but offering a multitude of opportunities for our people to grow and develop throughout their careers.

We recruited at
28 colleges + universities

VIRTUAL OFFICE TOURS

When recruitment shifted to a virtual environment, Johnson Lambert created virtual tours of our offices for candidates to have the opportunity to see our spaces.



STUDENT PROGRAMS + OPPORTUNITIES


✓ ELITE May 2020

ELITE is a selective program designed for students who are more than one year from completing 150 credit hours and who have a strong interest in public accounting.

Topics Covered at ELITE:

- About Johnson Lambert: history of the firm, industries we serve, opportunities
- Audit versus Tax
- Becker CPA Exam Information
- The Recruitment Process: Internships *are* Job Interviews
- Building Personal Brand: How to Differentiate Yourself

24 participants

 **68%** acceptance rate of internship offers

✓ INTERNSHIPS Year-round

An internship at Johnson Lambert is more than just a job. Our internship program is an investment in the future of the firm and the future of the soon-to-be accounting professionals in the program. The intern class of 2020 was the first ever remote internship at the firm, complete with two weeks of virtual training, creative socially distant activities with the local offices, and intentional relationship building at every level. 2020 gave our interns a chance to demonstrate their agility - one of the core values of the firm!

23 winter interns

 **71%** acceptance rate of full-time position offers

25 summer interns

 **70%** acceptance rate of full-time position offers

INTERNAL TRAINING

Johnson Lambert provides a comprehensive training and development program for all employees. The training program exists to instill confidence and technical excellence in all employees. Our training is interactive and engaging, because we believe that a better learning experience creates a better work experience for our people, and ultimately helps them reach their full potential as professionals.

LEARNING + DEVELOPMENT PATH



Orientation
Educational onboarding program hosted three times per year for new classes of interns and full-time associates



Year-Round Training
Four times per year, interns through partners get together for a deep dive in department-specific topics



Senior Camp
Specialized training to newly promoted senior associates, featuring virtual learning and promotion celebrations



Manager Training
Hands-on training for newly-promoted managers, focused on leadership and other technical skills



Learning Tracks
Industry-specific learning tracks tailored to each employee's career development and taught by industry leaders within the firm



Coaching Program
Two-year program for up-and-coming talent at the firm to assess personal and professional goals, while connecting with a partner mentor

TRAINING BY THE NUMBERS

Professional growth is a priority at Johnson Lambert. We make a significant investment in opportunities for our people to build technical and interpersonal skill sets, which are critical to their long-term success and enjoyment of their career in public accounting.

CONTINUING PROFESSIONAL EDUCATION

Johnson Lambert employees enjoy a variety of training and other continuing professional development opportunities, both in-house and provided by external facilitators.

115 internal training hours offered

3,482 CPE credits issued to internal recipients

DESIGNATIONS + SUPPORT

Employees wishing to further their knowledge of business-related topics can receive financial support for over 14 designations they wish to pursue. The firm offers financial support for exam preparation and exam fees and offers a bonus of up to \$6,000 for each designation achieved.

15 employees earned new designations, including CPA, CFE, CPCU, and CISA

Developing subject matter experts is paramount to our firm. We adjust our chargeable hour expectations compared to other firms so that our people have time to learn more, to pursue more relevant certifications and designations, and to develop training and resources to ensure there is a constant internal knowledge transfer occurring.

I really enjoyed the training and I could tell a lot of thought and effort was put into it. I appreciate the lengths that JL went to in order to provide an internship experience during such a difficult time.

- Orientation Attendee

Audit Winter Training

7.5 hours of CPE
150 attendees

Tax Winter Training

9 hours of CPE
22 attendees

BAS Summer Training

8 hours of CPE
10 attendees

Audit Summer Training

7 hours of CPE
153 attendees

Senior Camp

20.5 hours of CPE
13 attendees

Manager Training

14.5 hours of CPE
13 attendees

TRAINING COMMITTEE

Our Training Committee is a group of technical experts passionate about learning. They lead the charge on creating innovative and relevant training for each stage of an employee's career.

Amy Strachan, Principal
Megan Hubbuch, Senior Manager
Greg Daniel, Senior Manager
Amy Knell, Senior Manager
Chris Pittman, Senior Manager
Hannah Price, Quality Control Manager
Bridget Glover, Quality Control Administrator

JOHNSON LAMBERT COACHING PROGRAM

The inaugural cohort of our Coaching Program participants started their journey in January 2020. We're excited to expand the program in 2021, as we continue to develop a strong team of leaders and support top talent at every level.

Our firm is proud of 2020's
6 pairs of coaches + coachees

The program is a two-year commitment during which participants have the opportunity to assess their personal and professional goals, develop pathways to grow and move toward these goals, and learn from a Johnson Lambert partner who can provide a new perspective and answer questions they have along the way.

The program is designed around the High Performing Partner Characteristics: Business Acumen, Growth, Team Building and Culture, and Technical.

PARTICIPANTS



Two senior managers
Four managers

COACHES



Six partners

In addition to the coaching program, we enrolled three people in the Emerging Leaders Academy through Upstream Academy.

THE COACHING PROGRAM IS DESIGNED TO

be a specialized opportunity for individuals interested in exploring what a partner path could look like

offer supplemental support in addition to the resources already in place, such as internal and external trainings, mentoring, on-the-job learning, etc.

support dialogue about personal and professional goals and outcomes

connect up-and-coming talent with someone at the partner level with whom they would not typically be formally connected




EMPLOYEE RECOGNITION PROGRAM

The primary purpose of our Employee Recognition Program (ERP) is to empower our people to acknowledge the contributions of others in a tangible, real-time, and individually meaningful way. Through this program, employees receive personalized acknowledgement for milestone work anniversaries, promotions, and spot recognition for going the extra mile.

 **649**

total number of rewards distributed

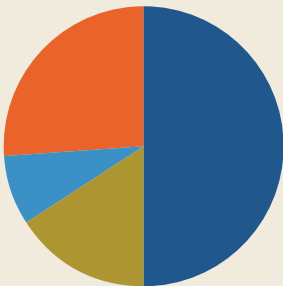
EMPLOYEE FAVORITES





-  \$100 - \$200 Range
Dinner for two at local restaurant of choice
-  \$50 Range
Amazon gift card
-  \$10-25 Range
Target gift card

BUDGET ALLOCATION

\$52,000

total 2020 program budget



-  50% spot recognition
-  26% firmwide appreciation + other uses
-  16% promotions
-  8% milestone work anniversary acknowledgements

MILESTONE ANNIVERSARIES

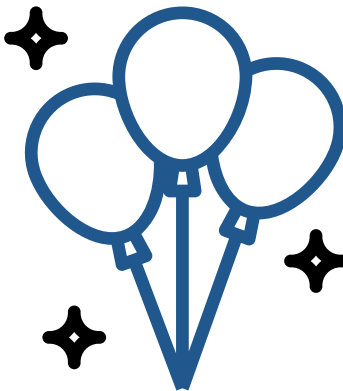
Johnson Lambert celebrates the milestone moments for each of our people. This includes promotions, birthdays, and other important life events. In 2020, we were proud to celebrate milestone work anniversaries for 40+ employees. It is exciting to see our people grow along with the firm.

15 YEARS

Dave Fuge
Josh Goodwin
Sarah McConnell

10 YEARS

Rachel Ferguson
Marcia Jerding
Alex Murray



5 YEARS

Caila Augun
Chris Bean
Andrew Cleveland
Ashley DeVolder
Lauren Findley

Lauren Graves
Kregg Guestin
Alex Harrington
Laura Macuga
Kyle Polanco

Hannah Price
Hedy Sadeghein
Tamara Smola
Autumn Thompson
Raina Tripp

Robert Waszak
Bailey White

3 YEARS

Helena Adams
Sarah Armand
Stephanie Brassard
Tina Braziel
Dexter Bushart
Alex Crescenti

Emily Deming
Stephanie Desiderio
Tyler Ernstmann
Andrew Farris
Rachel Hane

Kaitlyn Hardwick
Megan Hubbuch
Carly Kanwisher
Andrew Kulig
Rick Nelson

Lauren Reischman
Carter Roberts
Bob Smutsky
Courtney Whaley
Corey Witt

SERVING CLIENT INDUSTRIES

Our team is dedicated to staying at the forefront of the industries we serve.

AWARDS + RECOGNITION

Johnson Lambert is proud to be recognized as a top CPA firm, as well as a leader in the industries which we serve.



JOHNSON LAMBERT WEBINARS

Our external webinar program provides clients, colleagues, and friends of the firm with education on timely topics. During these complimentary sessions, participants are able to ask the presenters questions in real time and have the opportunity to receive continuing professional education credits.



24 Johnson Lambert presenters

3 guest speakers

INSURANCE

2020 Statutory Accounting and Tax Update | [Jan 2020](#)
 Implications of COVID-19 on P&C Insurers | [May 2020](#)
 Decoding the Regulatory Mindset on Internal Controls + COVID-19 Impacts | [June 2020](#)
 Insurance Accounting Considerations for PPP Loans, Premium Refunds, and Going Concern as a Result of the Pandemic | [Oct 2020](#)
 Navigating the Current State of (Re)Insurance Renewals | [Oct 2020](#)
 2020 Insurance Industry GAAP Accounting and Tax Update | [Dec 2020](#)

NONPROFIT

2020 Nonprofit Tax Update | [Mar 2020](#)
 The New Normal: Nonprofit Board Responsibilities | [Sep 2020](#)
 2020 Nonprofit Accounting and Financial Reporting Update | [Dec 2020](#)

ALL NICHES

Tax Implications of the CARES Act | [Apr 2020](#)
 Are You Poised for the Workplace of the Future? | [Nov 2020](#)

THOUGHT LEADERSHIP

EXTERNAL SPEAKING ENGAGEMENTS

Our team frequently speaks at and presents for industry organizations and events. See below for some of our 2020 speaking engagements.

Altogether we participated in
30+ external presentations

- + **Revenue Recognition: Impacts and Implementation** FAR Luncheon | Jan 2020
- + **Something Old, Something New: Roles of the Board and Management** GWSCPA NFP Section Meeting | Feb 2020
- + **Revenue Recognition: Understand the Forthcoming Changes** Washington Nonprofit Legal & Tax Conference | Mar 2020
- + **Giving Voice: Understanding Lobbying, Advocacy, and Political Activity** Washington Nonprofit Legal & Tax Conference | Mar 2020
- + **Breaking Down COVID-19 Relief Sources for Tax-Exempt Organizations** Blackbaud Webinar | May 2020
- + **It's a Small Company After All! What to do if No IT Reliance?** SOFE Career Development Seminar | July 2020
- + **Fast Track Your Test Track: Phase 3 Documentation Best Practices** SOFE Career Development Seminar | July 2020
- + **Use the Force for IT System Scoping and Reliance: What you need to know about every IT Environment** SOFE Career Development Seminar | July 2020
- + **Frozen Inherent Risk Assessments: If Low, Let it Go!** SOFE Career Development Seminar | July 2020
- + **Cloud Security and NAIC Data Model Security Law** VCIA Annual Conference | Aug 2020
- + **Business Process Automation: The Use of RPAs and APIs in the Insurance Industry** VCIA Annual Conference | Aug 2020
- + **Cybersecurity** IASA Texas Chapter Summer Conference | Aug 2020
- + **Tax Update** IASA Midwest Chapter Fall Conference | Sep 2020
- + **The Risk Profile Has Changed – Time to Pivot: Effective Strategies for Financial Innovation and Safe-Guarding Assets in a Time of Change** Nonprofit Finance & Grants Summit | Sep 2020
- + **See Through the Smoke: Cannabis, Captives, and All Things In-Between** CCIA Captive Cafe Virtual Series | Sep 2020
- + **Navigating Hyper-Change: How to Protect Assets and Position Financial Resource Utilization** Association Trends Webinar | Sep 2020
- + **GAAP and STAT Accounting Update** MPL Association Online Autumn Workshops | Sep 2020
- + **Time to Pivot: Ten Strategies for Financial Innovation and Safe-Guarding Assets in a Time of Change** Maryland Nonprofits & MARFY Annual Conference | Oct 2020
- + **Eligibility Rules; Ready Set Go** AICPA Employee Benefit Conference | Dec 2020
- + **Time to Pivot: Strategies for Financial Innovation and Self-Guarding** GWSCPA Nonprofit Symposium | Dec 2020

BLOGS + RESOURCES

24

insurance articles

15

nonprofit articles

15

tax articles

5

cybersecurity articles

23

COVID-19 articles

3

employee benefit plan articles

8

nonprofit videos on revenue recognition

POSITIONS OF LEADERSHIP

Members of the Johnson Lambert team were honored to accept and step into positions of leadership this past year. Representation in the fields in which we work and the industries in which we serve equip our people and our clients with resources, knowledge, and a voice for the future.



Rebecca James, Partner

Appointed to the Vermont Board of Public Accountancy | Jan 2020
Joined the Texas Captive Insurance Association Board of Directors | Jan 2020



Courtney Kiss, Chief Growth & Development Officer

Joined the Association for Accounting Marketing Board of Directors | July 2020



Jayme Malimban, Principal

Named to the AICPA Employee Benefit Plan Expert Panel | May 2020



Tim Nowak, Partner

Appointed to the Center for Audit Quality's Professional Practice Executive Committee | Jan 2020
Served as Global Insurance Accelerator Mentor | Third Consecutive Year



Josh Partlow, Partner

Named to the AICPA Board of Examiners | May 2020



Paul Preziotti, Partner

Elected to the FAR Board of Directors | July 2020



Andrea Wright, Partner

Appointed to the FASB Not-for-Profit Advisory Committee | Jan 2020



Lauren Darr | Featured in *Journal of Accountancy* article | Jan 2020
Position Yourself for Promotion



Uso Sayers | Featured on *Living Corporate* podcast | Mar 2020
See It to Be It: Public Accountant



Lauren Darr | Authored *Captive International* article | Mar 2020
Changes to the Auditor's Report: What You Need to Know



Paul Preziotti | Featured in *Journal of Accountancy* | July 2020
PPP and Pandemic-Related Tips for Not-for-Profits



Kathryn Gifford and Raina Tripp | Authored *Captive International* article | Oct 2020
Working From Home: Internal Control Considerations and the COVID-19 Pandemic



Lauren Darr, Scott Haynes, and Joanne Smith | Authored *The Examiner* (SOFE) article | Oct 2020
NAIC 2020 Summer National Meeting Notes



Uso Sayers | Authored *ASAE* article | Oct 2020
Five Steps to Implement Better Cybersecurity Practices



Elyssa Nagle | Featured in *Captive Insurance Times* | Oct 2020
Emerging Talent

EXTERNAL ARTICLES + FEATURES

TRANSITIONING TO A VIRTUAL WORLD

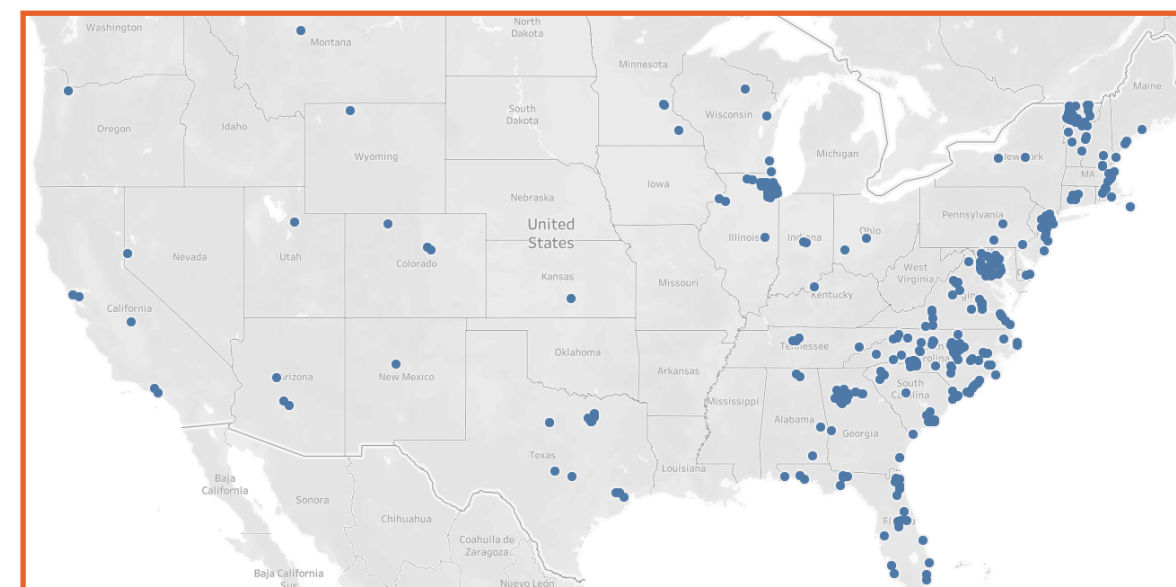


from 8 offices to
**working where
we need to be**

Johnson Lambert has operated in a cloud-based environment since 2012. Our people are familiar with accessing their applications and desktops remotely. Without any server equipment on our premises, we weren't tied to our offices and the migration to work from home was seamless.

A YEAR TO REMEMBER

2020 was anything but forgettable. Although there were many challenges along the way, it's difficult to look back without remembering how our people rose to the challenges and created opportunities.



This map depicts some of the locations our team worked from in 2020. Our people had the flexibility necessary to be with their families, support aging relatives, or care for loved ones facing pandemic challenges.

**Flexibility to live and work in a way that supports our
clients' and our people's needs**

SOCIAL MEDIA

LINKEDIN

3.6k followers
3.4k engagements
267 posts
14k page clicks

Social Spirit Week

In June 2020, Johnson Lambert hosted Social Spirit Week on LinkedIn. We encouraged our people to stop and reflect on each of the daily themes and to share a more personal side of themselves with their networks. With 65+ participants, this was a great way to learn and share about our people!



FACEBOOK

308 fans
2.7k engagements
259 posts
621 page clicks

International Women's Day Posts

18

In March 2020, Johnson Lambert celebrated International Women's Day by featuring our leadership team on social media.

MOTIVATIONAL MONDAY

For day one, our people shared motivational quotes, images, and advice that have helped them throughout their careers

TELL US TUESDAY

Our team shared the hobbies they partake in, the groups and organizations they are involved with, and their favorite ways to relax after work

WORK FROM HOME WEDNESDAY

Our people shared about their work from home experiences, their remote workspaces and "coworkers," and their daily routines

OOTD THURSDAY

For day four, our people dressed to impress with Johnson Lambert-inspired outfits of the day (OOTD)

FEEL GOOD FRIDAY

Our people shared the ways they've stayed connected during these uncertain times

Cybersecurity Month Posts

12

In conjunction with NCSA's Cybersecurity Awareness Month, the firm spent October focusing on cybersecurity content.

Thought Leadership

Johnson Lambert's main source of social media content was our thought leadership. Our team shared news and insights through our blog articles, we promoted upcoming webinars and speaking engagements, and we acknowledged industry involvement and awards.



Culture

Another source of content was our people. We are proud of a culture that fosters strong relationships and comradery, even in a virtual environment.

CAREERS TWITTER

83 followers
196 engagements
58 tweets
148 page clicks

@JL_Careers

INSTAGRAM

223 followers
999 engagements
49 posts
500+ stories
10 IG TVs
2 reels

@JL_Careers

PROFESSIONAL TWITTER

482 followers
372 engagements
220 tweets
678 page clicks

@Johnson_Lambert



Recruiting

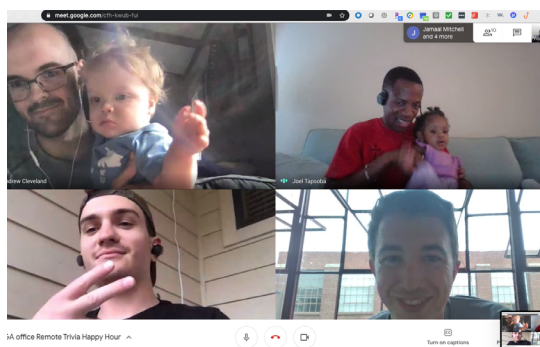
Johnson Lambert has two recruiting-focused social media accounts. Our Twitter promotes open positions and employee activities, and our Instagram gives even further insight into life at Johnson Lambert.

Throughout 2020, we shared employee takeovers, recruiting coffee chats, and more on our Instagram!



FUN + FLEXIBILITY

Throughout the year, Johnson Lambert plans team outings, activities, and other events. Although 2020 took a swift turn for the virtual, our people found fun, new ways to share passions, celebrate life together, and keep spirits high.



REMOTE TRIVIA

Mar 2020

Our team in Georgia coordinated a remote trivia happy hour. Each employee grabbed a drink and their best trivia knowledge to compete! They were joined by significant others, family members, and pets.



CPA CHEF: PASTA CARBONARA

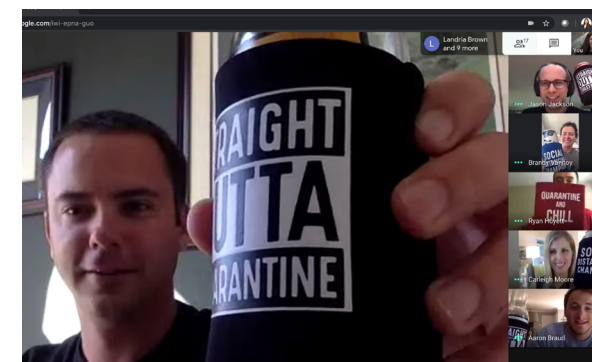
Mar 2020

Partner Jim Murphy led the Florida office in a virtual cooking class. He taught the ins and outs of pasta carbonara!

TAX TEAM HAPPY HOUR

Apr 2020

The Tax team enjoyed a virtual happy hour with matching quarantine koozies.



CYBER SLEUTHS VIRTUAL HAPPY HOUR

Mar 2020

Cyber Sleuths, a cross between an escape room and a scavenger hunt, split the Illinois office into teams to solve puzzles and complete challenges with items they had around the house.



CPA CHEF: STEAK DIANE

May 2020

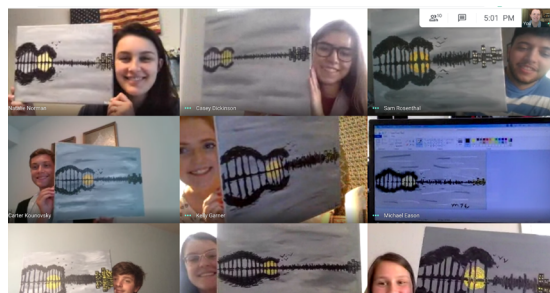
During this virtual cooking class, Jim Murphy taught the firm how to make steak Diane.

In addition to building strong relationships through team activities, our people have the flexibility to pursue their passions outside of work. From running marathons to adopting new pets (and everything in between), our team has the support they need to enjoy time off for what matters most to them.

AT-HOME PAINT NIGHT

July 2020

The Virginia office ordered matching painting kits and hopped on a call to paint a scenic canvas together!



Our team had a virtual Guess Who social, where we submitted answers to a few questions via Google Forms. One team member put together a deck and we guessed other people's responses. It was really fun!

Business Advisory Services Team

ESCAPE ROOM OUTING

July 2020

The team in Florida worked to break out of prison before the time ran out. They escaped with seconds remaining!



KAYAK OUTING

Sep 2020

The Vermont office did an 8.5 mile self-guided group kayaking trip down the Lamoille River in Jeffersonville, Vermont.



VIRTUAL ESCAPE ROOM

Oct 2020

Our Regulatory Services team participated in a virtual escape room. They were joined by members of the Business Advisory Services team, as well as some family members. The team was successful in solving the various puzzles and challenges before their time ran out!



POST-BUSY SEASON CELEBRATION

Oct 2020

At the end of fall busy season, the Tax team celebrated with team superlatives. After many months of working remotely, it was the perfect way to catch up with everyone.

Back in August, we did a virtual sip'n paint as a farewell activity with our summer interns. We ordered painting kits that had an easel and canvas, paintbrushes, acrylic paints, and an apron, and then we all hopped on a hangout to paint together.

New Jersey Office

LOOKING FORWARD TO 2021



celebrating
**35 years of
excellence**

On April 1, 2021, Johnson Lambert will celebrate 35 years since our founding. We wish we could mark the celebration with a huge party, but we will be virtually raising our glasses and taking extra time to demonstrate our appreciation to both our clients and our people.

THE BEST IS YET TO COME

While it is fun to look back at everything our firm has accomplished in 2020, it's even more exciting to look ahead to what we have planned for 2021.



WEBSITE UPDATE

Coming in Spring 2021 will be a new Johnson Lambert website experience, including a new educational offering that we think you will both enjoy and find to be a valuable tool you'll come back to time and time again.



TALENT SEARCH

We're growing our team in a few different ways, and we are excited to have the opportunity to open up several of our talent searches to the entire U.S. We responded well to a remote environment, and we look forward to continuing to support the freedom, flexibility, and productivity that has generated for our ever-expanding Johnson Lambert team.



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