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15th Year

Technology, Social Media and Key Changes Keep Firm Current with Changing Workplace Landscape

Jan. 16, 2013

Plante Moran PLLC, one of the nation's largest certified public accounting and business advisory firms, has been named for the 15th consecutive year to **FORTUNE** magazine's list of the "The 100 Best Companies to Work For." Plante Moran ranks #25, the highest-ranking accounting firm on the list.

"Plante Moran has maintained, and expanded, the dynamic culture and staff retention practices that enable us to be recognized as one of the best places to work, even during a 15-year growth period," said Plante Moran Managing Partner Gordon Krater, CPA.

"Since 1999 when Plante Moran first appeared on the FORTUNE list, the number of staff has increased from 978 to more than 2,000. That's a testament to the strong culture that has endured through our nearly 90-year history."

The workplace has changed significantly in 15 years and the firm has kept pace with those changes, in part by being a leader in technology and the prompt application of relevant workplace trends.

For example, Plante Moran uses social media tools to attract the best and the brightest entry-level talent from campuses throughout the Midwest. The firm also has a Diversity Council, an initiative to promote women leaders, and several affinity groups including a GLBT resource group.

Additionally, the firm champions community outreach and involvement at all levels of the organization through the staff-led and driven Plante Moran Cares, the firm's

grass-roots charity project. Plante Moran Cares connects staff with volunteer

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