

# MEDIA KIT

## ANDERS CPAs + ADVISORS

The Anders Media Kit has been established to ensure clear, factual, consistent communications with the public and protect the interests of the firm and our clients. By having a media kit, Anders can help avoid potential story inaccuracies and conflicting messages. It also allows the Marketing Department to adequately prepare those selected to communicate with the media on specific matters.

## Media Inquiries

Anders has a firm full of knowledgeable thought leaders. We do not have official spokespeople. All media inquiries should be filtered through the Marketing Department. If you are interested in speaking with one of our thought leaders for a published or broadcast piece, please contact Lindsay Suelmann at [lsuelmann@anderscpa.com](mailto:lsuelmann@anderscpa.com).

## About Anders

We're Anders, a team of CPAs and industry-focused advisors. Every day, our partners and staff serve as a catalyst for those striving to achieve their highest potential and carry this mission on to our clients and community. Through a collaborative approach and a combination of tax, audit and advisory services, we help our clients achieve their goals while focusing on what matters most. For more information, visit Anders at [www.anderscpa.com](http://www.anderscpa.com).

## Mission

To serve as a catalyst for those striving to achieve their highest potential.

## Vision

To challenge ourselves to always embrace our entrepreneurial spirit, spearhead change, and be the advisory firm of choice.

## Core Values

To ensure we are continually building a culture where happy people deliver outstanding results for our clients and community, we base our actions on these core values.



### CHARACTER

Doing the right thing.  
Always



### TRANSPARENCY

Promoting an environment  
of trust and respect.



### COLLABORATION

Aligning passions and  
expertise to focus on what  
matters most.



### ORIGINALITY

Leading with  
confidence to challenge  
the expected.



### EMPOWERMENT

Inspiring people to be  
the best they can be.



### WELCOMING

Living a true spirit of  
family and fun.



### GENEROSITY

Giving back  
because we care.

## Firm Information

As of May 2024

### Name:

Anders CPAs + Advisors (Anders)

### St. Louis Address:

800 Market Street, Suite 500  
St. Louis, MO 63101

### Chesterfield Address:

16090 Swingley Ridge Road, Suite 220  
Chesterfield, MO 63017

### Phone Number:

(314) 655-5500

### Website:

[www.anderscpa.com](http://www.anderscpa.com)

### Number of Partners and Staff:

415

### Revenue:

\$78.5 Million

### Media Contact

Lindsay L. Suelmann, Marketing Director  
(314) 655-0159  
[lsuelmann@anderscpa.com](mailto:lsuelmann@anderscpa.com)

## Resources

[Anders Blog](#)

[Anders Podcast: \*But Who's Counting?\*](#)

[Anders Staff](#)

[Anders Videos - YouTube](#)

## Social Media



[Anders CPA](#)



[Anders CPAs + Advisors](#)



[@AndersCPA](#)



[@AndersCPA](#)

## Anders Leadership Bios

[Robert J. Minkler, Jr., Managing Partner](#)

[Douglas D. Mueller, Partner-in-Charge, Tax](#)

[Mark G. Hinsen, Partner-in-Charge, Audit and Assurance](#)

[David E. Hartley, Partner-in-Charge, Advisory](#)

[Michael R. Stafford, Partner and Chief Operating Officer](#)

[Jennifer M. Sides, Chief People Officer](#)

[Missy L. Kelley, Chief Growth Officer](#)

[Kevin M. Baldus, Chief Information Officer](#)

[Lindsay L. Suelmann, Marketing Director](#)

## Anders Logo Usage



Full color logo should be used when possible



White logo may be used on dark colors or backgrounds

## Co-branding



Partner Logo

Logos that represent a partnership or a joint venture should use a gray line between the logos. Contact [Marketing@anderscpa.com](mailto:Marketing@anderscpa.com) for a copy of the Anders logo.

## Awards and Accolades

- Top 100 Accounting Firms, Accounting Today and INSIDE Public Accounting
- Regional Leaders, #3 in the Midwest Category, Accounting Today
- Corporate Philanthropy Awards Finalist, St. Louis Business Journal
- Best Places to Work, St. Louis Business Journal
- Best Accounting Firms to Work for, Accounting Today
- Top Workplaces, St. Louis Post-Dispatch
- EDGE Award for Emerging Markets (2019), Leading Edge Alliance
- Women in the Workplace Honoree (2017), Women's Foundation of Greater St. Louis
- EDGE Award for Most Innovative Firm (2015), Leading Edge Alliance
- Innovation Award Winner (2015), St. Louis Business Journal

## Internal Initiatives

### Inclusion Network

We are committed to fostering a diverse and inclusive environment not only through our everyday culture but also within our community and industry. Our Inclusion focuses on workforce diversity, nurturing a culture of belonging and allyship, strengthening community and industry relationships, Employee Resource Groups and empowering employees with education and awareness.

#### *Employee Resource Groups*

- **Anders Women's Initiative**

Anders is dedicated to the advancement of women in our firm, community and profession. We have programs to assist the women in our firm achieve their goals, as well as assist women business owners and others achieve theirs. We believe an effective way to do this is to provide and participate in events to foster connections, education, sharing advancement and business generation.

- **Anders Young Professionals**

Our Young Professionals (YP) Initiative gives our newest and youngest staff members the chance to build their careers right from the start. The YP leadership committee provides a forum for YPs to discuss staff issues and recommendations with partners to bring innovative change. Additionally, they plan events including our annual Putt and Prosper event and YP Trivia Night.

- **Working Parents and Caregivers**

The goal of the Working Parents & Caregivers group is to make Anders a more parent and caregiver-friendly work environment. Anders wants to create an environment which is supportive of parents and caregivers balancing the demands of taking care of a loved one, as well as maintaining a high level of staff morale and improving firm retention.

### Community Involvement

We believe giving back to the community is our responsibility. We encourage professionals and staff to not only join organizations but to assume leadership positions in them. In 2023, Anders employees got involved through:

 **178**  
Organizations with  
Active Anders  
Members

 **320**  
Not-for-Profit  
Organizations  
Supported

 **142**  
Charitable  
Sponsorships

 **\$33,510**  
Raised for our  
Charity of Choice  
in 2023

 **\$373,510**  
Total Donated to Support  
the Causes Closest to Us

Additional information on our involvement is available in our [2023 Community Impact Report](#).

## Industries Served

- Banking and Financial Institutions
- Broker/Dealers
- Cannabis
- Construction
- Creative Agencies
- Health Care
- Lodging, Food and Beverage
- Manufacturing and Distribution
- Not-for-Profit
- Real Estate
- Sports, Arts and Entertainment
- Startups and Entrepreneur

## Affiliate Company



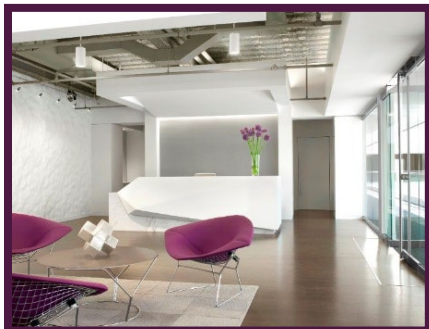
**Claris Advisors**, a registered investment advisor, is an Anders affiliate providing investment management services. Created at the request of certain clients more than a decade ago, Claris Advisors is not unlike the financial services arm found at most mid-to-large size CPA firms in St. Louis and around the country.

## Keep up with Anders

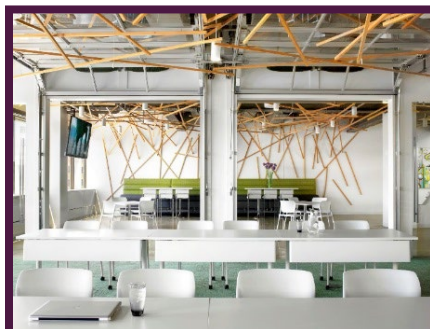
Stay on top of the latest news from Anders by [subscribing to Anders insights](#).

## Anders Office Images

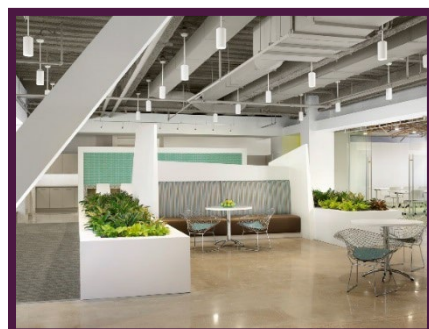
### Downtown St. Louis Office



Reception Area



Training Room



Common Area



Conference Room Hallway



Conference Room

**Chesterfield Office**



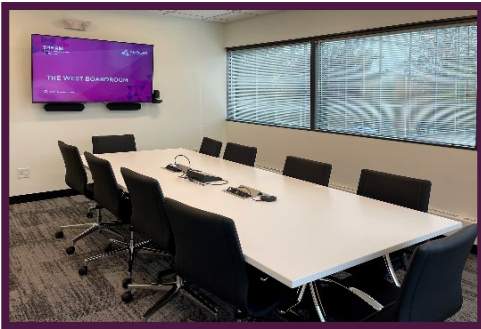
**Reception Area**



**Shared Workspace**



**Open Workspace**



**Conference Room**



**Common Area**