



CERTIFIED PUBLIC ACCOUNTANTS & BUSINESS ADVISORS

# State of the Firm

2018





Anglin Reichmann Armstrong has many things to celebrate.

Because of several major changes we pursued and experienced in 2018, this State of the Firm report provides a brief overview to support firm transparency, recognition of our efforts and context as we move into 2019. Thank you to our team, new leaders, our clients and partners for these successes and new opportunities!

## Growth

Our biggest news in 2018 was Anglin's first-ever, out-of-market merger with Bloomer Geri & Company in Pensacola, Fla., effective September 1, 2018. Several years in the making, the merger of two great firms represents a strong model for future strategic M&A opportunities. We are proud of our efforts to focus on culture, communication and integration to ensure a smooth merger, but also future collaboration and client service between our two locations. We are also excited to see how this growth supports Anglin's future recruitment and talent development efforts.

### 2018 By the Numbers

Firm Revenue  
Growth:

**18%**

Huntsville (organic)  
Growth: **8%** in hours  
and **10%** in billings

Pensacola Merger  
Growth:

**8%**

Net Headcount Growth  
(excluding seasonal/interns):

**34** = **28** Staff, **6** CPAs

2018 Total:  
**75** Employees

## Comprehensive Wealth Management Through HK Financial Services

At the end of 2018, Anglin was also proud to announce the firm's new wealth management services and affiliation with HK Financial Services (HKFS). Many accounting firms have entered into wealth management affiliations over the past five years, and a common comment is that it is a great source of revenue. While we respect that we are a for-profit business, and of course we are looking for ways to enhance our revenue streams, our approach was that we only want to offer services that we truly believe benefit our clients. HKFS has a clear differentiator in their approach to help clients reach their goals through their Guidance Planning Strategies (GPS). We found it to be very different than the typical risk assessment investment approach. Combined with our insights with clients' tax and accounting positions, this partnership truly focuses on client goals. After more than a year of due diligence, Partner Jeremy Mosteller said it best: "The number one reason to enter into this service line is we know the offering will serve the best interests of our clients."



## Enhanced Organizational Structure

Understanding the need to offer our new staff a more diverse work experience, the Pooled Staff Department was rolled out in 2018. This new concept allows staff to work on a variety of engagements and across multiple departments to support their professional development. The results have been phenomenal, with not only a better

trained staff, but also great working relationships among newer and existing Anglin professionals and staff. The real win is that after working in the Pool for a year, staff better understand the type of work they enjoy and where they excel. We can then align the strengths of our people to the work they will most enjoy as they move into a department.

### Employee Growth

*Welcome to our new hires in Huntsville and our new team in Pensacola!*

#### New Accountant Hires (13)

1. Erik Thomas, Consultant
2. Meg Lawson, CPA, Supervisor
3. Rebecca Givens, CPA, Senior
4. Jacqueline Sasser, CPA, Senior
5. Blanton Calvert, Staff
6. Lainey Davis, Staff
7. Ellen Deasy, Staff
8. Raven Howlet, Staff
9. Julie Long, Staff
10. Hunter Meeks, Staff
11. John Prince, Staff
12. Melissa Cooley, Intern

#### Admin Hires (3)

1. Jennifer Sutherland, Admin
2. Sonja Eads, Admin
3. Daniel Murillo, IT

### Pensacola Merger Additions (17)

1. Donna Bloomer, CPA, Partner
2. Jeanette Geri, Partner
3. Stephen Schickel, CPA, Partner
4. Denise Godwin, CPA, Manager
5. Joy Lasseter, IT Manager
6. Tonya Oakes, Admin Manager
7. Kathy Davis, CPA, Supervisor
8. Cheryl Riggs, CPA, Supervisor
9. Bridgette Rich, Admin Senior
10. Sonia Santa Cruz, Admin Senior
11. Edina Simmons, Senior
12. Phillip Williamson, Senior
13. Lucy Perko, Staff
14. April Tompkins, Staff
15. Andrew Turner, Staff
16. Megan Van Horn, Staff
17. Michelle Waller, Staff

### Turnover (7)

We maintained a low turnover rate in 2018 and send best wishes to employees who pursued other opportunities, including:

- ▶ Ryan Shannahan, who joined the Air Force;
- ▶ Stahler Heath, who went back to school for nursing.

We work hard to provide new opportunities to our staff and professionals at Anglin, and the following sections note these career and professional successes in 2018:



## Employee Advancement

### Promotions

- ▶ Jason Miller, Partner
- ▶ Luke Kinzer, Partner
- ▶ Amanda Jenkins, Manager
- ▶ Jonathan Goodwin, Manager
- ▶ Denise Miles, Manager
- ▶ Dustin Schaefer, Manager
- ▶ Elena Miller, Supervisor
- ▶ Angela Sparks, Supervisor
- ▶ Emily Zirbel, Supervisor
- ▶ Maggie Douglas, Senior
- ▶ Sarah Beth Murphree, Senior
- ▶ Ann Marie Tanielu, Senior
- ▶ Megan Van Horn, Senior

### New Certifications

- ▶ Ryan Campbell, CVA
- ▶ Deborah Jacobs, CPA
- ▶ Amanda Jenkins, CPA

Megan Van Horn and John Prince have also passed the CPA exam!

## New Boards/Professional Achievements

### Boards Joined in 2018

- ▶ Cyber Huntsville, David Bier
- ▶ Huntsville/Madison County Chamber of Commerce, David Bier
- ▶ University of Alabama Alumni Association Madison County Chapter, Taylor Propst
- ▶ ASCPA Huntsville Chapter Advisory Board, Dustin Schaefer
- ▶ Fantasy Playhouse Children's Theater and Academy, Rachel Bray (Secretary)
- ▶ Estate Planning Council of NWFL, Kathy Davis (Treasurer)
- ▶ Estate Planning Council of NWFL, Denise Godwin
- ▶ ASCPA Young CPA Cabinet, Jessica Cassiday
- ▶ WEDC Foundation, Kandy Gardner
- ▶ Randolph, Tracy Sams

### Ongoing Board Service

- ▶ HEALS, Inc., David Bier (President)
- ▶ Huntsville Botanical Garden, David Bier (Vice Chair)
- ▶ Heart of the Valley YMCA, David Bier (Governance Chair)
- ▶ Boys & Girls Club, Gary Anglin
- ▶ Village of Promise, Kandy Gardner (Treasurer)
- ▶ Intentional Faith, Kandy Gardner (Treasurer)
- ▶ Associated Builders and Contractors, Stephen Armstrong (Treasurer)
- ▶ Friends, Inc., Kavitha Hichkad
- ▶ Big Brothers Big Sisters of North Alabama, Jessica Cassiday (Treasurer)
- ▶ Huntsville Area Tennis Association, Melissa Jose (Treasurer)

### Professional Speaking/Presentations

- ▶ CPAmerica/Crowe Global SE Regional Conference, Gary Anglin
- ▶ GovCon Growth Panel, Brandon Smith (Unanet Conference)
- ▶ Tax Cuts & Jobs Act of 2017, Scott Hand, (multiple presentations in the community)
- ▶ AFWA, Luke Kinzer
- ▶ Catalyst Presentation, Meg Hampton & Michelle Jenkins



## Marketing and Business Development Efforts

In addition to the efforts discussed earlier in this report, we want to highlight several specific activities designed to increase Anglin's competitive visibility while highlighting niche practice areas and services within the firm.

### New Logo and Branding Launch

In September 2018, Anglin Reichmann Snellgrove & Armstrong, P.C. rebranded under the name Anglin Reichmann Armstrong. The new name and rebrand reflect our current leadership and provide flexibility for future growth.

As part of the rebranding process, we adopted a new logo and visuals that we're integrating into all traditional and digital communications as well as firm facilities in Huntsville and Pensacola. The timing of the rebrand has made it easier for both offices to update materials together. The design of our new logo incorporates a triangle glyph, which represents stability, balance and resilience. The upward movement created with the stacked triangular shapes also communicates growth and innovation to clients.



"We think our new look represents the three elements of good business: people, processes and profits," said Gary Anglin, managing partner.

### Orlando Development

Business development in the Orlando market is progressing well, with several efforts in 2018 to attract new government consulting clients. The team attended several conferences and industry events and also sponsored golf tournaments, one of which resulted in Anglin's sponsored hole raising the

most money for the cause in its history! The event also led to Anglin picking up a large client for outsourced accounting services.

Said Partner Brandon Smith, "We have enough growth in new clients, particularly this large one, that we saw the need to hire a full-time professional in Orlando." That individual is Erik Thomas, our new government contracting consultant. Welcome, Erik!

Most of our new client work in Orlando is coming from referrals by existing, happy clients, so we'll keep the momentum going in 2019.

### R & D Niche Growth

How does an R&D service line grow by 150 percent in just one year? The "overnight" success of the R&D Tax Credit Service Line is a great example of how we love to listen and respond to our clients. We had current clients, as well as prospects, that had been using a nationally known group to handle their R&D tax credits. We always heard the same response from our clients, that they were not happy with the client service they were receiving from them...and why couldn't we do it? Partner Jeremy Mosteller thought, well, why don't we learn how to do it? We already had deep tax expertise and some familiarity.

Engaging our member connections through CPAmerica International/Crowe Global, we sought training and tool kits. Over the next year, Jeremy, Chris Cook and a few others dug deeply into increasing their understanding. With help from Crowe Global, we were able to complete our first engagements in 2018! The clients couldn't be more pleased; not only did they receive a significant R&D credit, but also the service they received exceeded their expectations. This is a highly specialized service offering with a team who delivers real experience. Make sure to consider this service when advising our new and existing tax clients in 2019.



## Additional Marketing and BD Activities

- ▶ Brandon Smith presented for CPE to the Alabama Society of CPAs half-day session on government contracting. He also did a co-branded presentation with law firm, Wilmer & Lee, about change orders in government contracts.
- ▶ Sponsored Leadership Huntsville Holiday Party
- ▶ HSV Chamber of Commerce Montgomery Trip and Washington DC Trip
- ▶ SMDC Small Business Expo

### ▶ Ice Flyers Sponsorship



*Pensacola Ice Flyers now sponsored by Anglin Reichmann Armstrong!*

- ▶ Hosted GovCon Growth Summit with Unanet (accounting software) with over 100 attendees and Brandon Smith moderating a panel of CFOs on the government contracting climate, growth, tax reform, investment tracking and tools to use.



*Partner Brandon Smith, CPA, facilitated the CFO panel.*





Highlights of our 2018 outreach...looking good!

## Community Involvement

Anglin Reichmann Armstrong makes a difference in the lives of our employees and the community, and not just through our professional work. Here we list some great activities we led, hosted or participated in to serve others in 2018. Thanks to all who donated their time, treasure and talents!

### 2018 Non-Profit Time Summary

- ▶ 19 individuals = 680 hours of nonprofit time in 2018
- ▶ Total billable time value of \$52,056

### Hosted Life South Blood Drive (twice!)

- ▶ 11/8/18: 10 donors, 30 lives saved
- ▶ 6/14/18: 23 donors, 69 lives saved
- ▶ That's 99 lives in 2018!

### Sponsorships of Non-Profits – Over \$30,000 Value

- ▶ Big Brothers Big Sisters, UNCF, HudsonAlpha, 305 8th Street, Greengate School, US Space & Rocket Center, Heart of the Valley YMCA, Much is Expected, Boys & Girls Club, Friends Inc., WEDC Foundation, HEALS, BUDS, Pensacola Children's Chorus, Village of Promise and several more...

### Ongoing Support

- ▶ UAH Dr. Eugene Bryson Accounting Endowed Scholarship
- ▶ Huntsville Madison County Chamber HREGI (Huntsville Regional Economic Growth Initiative) Progress Partner
- ▶ WHNT Tax Help Line - supported tax tip line by serving in call center for local news initiative

### Manna House With ASCPA

- ▶ 800 meals served through our efforts with our local CPA society. The number of people helped was an eye-opening and humbling experience.

### Sponsored Charitable Golf Tournaments

- ▶ Not only did Ryan Campbell win a local tournament this year, but Anglin was proud to support local charities and niche-related organizations with hole sponsorships

### Microwave Dave Day

- ▶ Sponsorship for blues concert honoring local hero/musician
- ▶ Supporting music education





## Social Activities

Anglin's people can play as hard as they work, which makes our culture so fun. Here are some highlights of the fun times we had this year.

**Field day** - firm divides into groups and competes in a traditional field day

**Havoc Hockey Game** - Huntsville Havoc vs. Pensacola Ice Flyers - fun way to celebrate the merger

**Christmas Party** - Gary hosted annual Christmas party at his house, catered by local Chef Boyce

**Thanksgiving Lunch**

**Fishmas** - partner-supported Captain D's fish fry dinner

**Cotton Row Run / Liz Hurley Run / Savage Adventure Race** - local 10K is Cotton Row; 5K for breast cancer awareness, 5,000 participants

**Partner Bobblehead picture** - partner Christmas gifts from the staff - shipped ones to Pensacola for partners there

**Maggie Moos Ice Cream Social** - tax season brought the ice cream truck in; dinners and lunches too, but people like that one.

**Family Picnic at Southern Adventures**



## Looking Forward in 2019

 Anglin Reichmann Armstrong is focusing on our strategic marketing plan to bring more awareness to key services and capabilities in Huntsville and Pensacola. We will introduce our firm through business and community activities in both markets, and we encourage your ideas and participation. Talent recruitment and development will continue to be a focus to support the next generation at our firm. With the new tax and attest laws and our wealth management partnership, we can be true advisors to existing and new clients. Let's make it a great year!





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Huntsville | Pensacola

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