

ANGLIN

REICHMANN ▲ ARMSTRONG



2020
» State of the Firm Report

2020 is a year that we don't wish to repeat for its hardship and tragedy across our country as well as among our friends and families. The magnitude of disruption is primarily why we are so very proud of our team and clients for coming together and staying positive to find solutions. We are entering 2021 with many things to be thankful for.

This State of the Firm report provides a brief overview of happenings with our team, new leaders, our clients and partners through 2020 – and where we stand as a firm today. Thank you for all of your efforts to sustain our success.

2020 By the Numbers

Firm Revenue Growth:
12%

2020 Total Employees:
81



Yardwork



Gov Con Growth Summit

30th Anniversary and COVID-19

In 2020, Anglin Reichmann Armstrong celebrated 30 years in business. We didn't have much of a chance to celebrate because we spent the early part of the year mobilizing for remote work due to the emerging pandemic.

We are extremely proud of our response to this, not just for our clients but also our own team. Anglin was very well positioned to shift to remote work quickly and efficiently with very little loss in productivity. The one drawback we felt almost immediately was the loss of collaboration.

Fortunately, a small group meeting almost daily on the FFCRA, PPP loan and legislative relief efforts quickly shifted to video calls three times a week for a virtual update. These virtual updates eventually included well over 60% of the firm and kept us connected during a time when we were nearly 100% remote. In fact, the collaboration through use of technology during the initial months of 2020 brought on the highest level of cross-office and cross-department collaboration in our firm's history.

Lessons from this experience continued throughout the year. Not only did we make the most of a difficult situation, but we also grew as a company from it.

Remote work

- Anglin was quick to respond to the rapidly changing COVID 19 pandemic, moving all employees who had the ability to work remotely. We lowered our office capacity significantly and allowed for safe social distancing for those who had to report to the office.

New work environment

- Anglin created a "Return to work" Committee and selected people from across the firm to help develop policies and procedures that were in line with the CDC recommendations for reporting to the office safely as well as safe remote work.

Staying connected

- The Solutions group hosted weekly "team lunch" calls. Everyone in the department connected through Microsoft Teams and chatted on video while eating lunch. It was a great way to keep everyone connected, keep the overall department morale up and have a place where everyone would meet and discuss things.
- Socially distanced meetings/events in the large training room were offered so that people could safely gather.



Serve Day



Tinsel Trail

Client Service and Outreach

We were proactive with communications on pandemic-related legislation and relief, including the ever-changing story of the Paycheck Protection Program loans. We put a team in place that met nearly daily by phone, video or virtual workspace.

Instead of trying to make everyone an expert on PPP, FFCRA, EIDL or other relief opportunities for clients, we leveraged the team to build – and even deepen – client relationships by introducing them to more members of the team. The PPP team connected with nearly every client on their relief needs and other issues in 2020. We also reached out to a number of community and business organizations and offered free guidance and advice to small businesses. Notable among these were The Spring in Pensacola, The Catalyst in Huntsville, and the Chambers of Commerce in both cities.



Gov Con Growth Summit

Key Strategies for Growth

Despite many challenges in 2020, Anglin has continued to experience tremendous growth. We have grown in revenue, the number of team members, leadership positions and service offerings. With this growth, we are focusing on strategic allocation of resources across the firm. While we have several promising initiatives, we also want to go further by investing in select areas where we can bring tremendous value to clients. Through an in-person/virtual format, we held a partner retreat at Kandy Gardner's home to discuss our growth plans.

Our strategic plan has kept us laser focused on where we are growing, but also how we will execute it. We understand the value of our team, their development, and how they are the foundation of our growth. As we look forward to the coming years, we are further elevating our client service standards and truly integrating client experience into our culture. We remain committed to our niche and specialized service offerings to deliver exceptional value to clients.

From a management perspective, we are very focused on our own succession planning and development of senior leadership. This will ensure that the firm continues to thrive, not just over the next few years but also the coming decades. With that in mind, we saw several notable promotions and changes in personnel in 2020.



Manna Food Drive

Notable Personnel Moves



Ryan Campbell Michelle Jenkins LeAnne Goode

- › Ryan Campbell was named Partner in Charge of the Pensacola office
- › Michelle Jenkins was promoted to Partner
- › David Bier was named COO
- › LeAnne Goode was named Pool Manager after a promotion to Manager

Promoted to Managers:

- LeAnne Goode (Audit & Assurance)
- Meg Hampton (Audit & Assurance)
- Andrew Labosier (Tax Advisory Services)
- Elena Miller (Solutions Services)
- Emily Zirbel (Solutions Services)

Promoted to Supervisor:

- Kayla Burgess (Solutions Services)
- Caroline Wasson (Solutions Services)

Promoted to Senior:

- Raven Howlet (Audit & Assurance)
- Ellen Deasy (Solutions Services)
- Laken Hooper (Solutions Services)

Promoted to Firm Administrator:

- Tonya Oakes (Firm Administrator - Pensacola)

New Hires

- › Kendall Day - Staff Accountant
- › Benjamin Farr - Supervisor
- › Claudia Griswell - Staff Accountant
- › Christian Gunner - Receptionist
- › Jeanette Hall - Front Office Administrator
- › Christine Hopkins - Senior Accountant
- › Melanie Jackson - Receptionist
- › Marlene Pendleton - Senior Accountant
- › Elissa Radway - Staff Accountant
- › Christine Rhoades - Staff Accountant
- › Aryn Sanders - Staff Accountant
- › Jarot Scarbrough - Manager
- › Mary Ella Scott - Staff Accountant
- › Savannah Smith - Staff Accountant
- › Gregrey Traller - Staff Accountant
- › Karen Norton - Administrative Staff



Savannah Smith

CPA Certifications

Congratulations to these individuals who obtained their CPA designation in 2020.

- Kayla Burgess, CPA
- Lainey Davis, CPA
- LeAnne Goode, CPA
- Leah Lawrence, CPA

Niche and Service Line Development

We believe that having a niche-driven focus helps us to deliver the very best value to our clients. In these efforts, we have focused heavily on our own experience and skills in government contracting, manufacturing, and health care. Our focus and expertise have moved beyond accounting services, and through our hiring and training practices we offer industry specialists in certain niches. This helps our clients and team go further with their goals.

Wealth Management Update

After formalizing our alliance with HK Financial Services (HKFS) in 2019, our wealth management has flourished. Assets under management doubled between 2019 and 2020 with 100% client retention. We added life insurance offerings. Overall, clients are providing positive feedback about their ability to receive tax and accounting guidance as well as wealth management advisory services. Our partnership with HKFS is stronger than ever. With their recent merger with Blucora and subsequent rebranding to Avantax, they are providing even more resources and support.



Assets under management doubled between 2019 and 2020 with 100% client retention.

Proactive Marketing for Industry and Service Lines

Especially with the loss of in-person conferences and events in 2020, Anglin kept a proactive focus on our key industries and service lines through a variety of marketing and business development activities. Of note were our efforts in Government Contracting and Small Business advisory as well as service line marketing for R&D Tax Credit work, business valuations, M&A and succession planning.

Government Contracting

Anglin hosted our Gov Con Growth Summit, and we also entered into a new partnership with Karki Consulting, a Deltek Partner, for events and cross-referrals. In addition, we worked with our marketing partner, Ingenuity, to develop a webinar series, blog posts and public relations opportunities. These efforts are ongoing, and here are some highlights from 2020.



Gov Con Growth Summit

Key Seminars held

Government Contracting Virtual Series

A Very Active M&A Market

- » Event Date: November 18th, 2020
- » Anglin Speakers: Brandon Smith & Ryan Campbell
- » Guest Speaker: Rich Raleigh

From Sub to Prime : What You Need to Know

- » Event Date: December 8th, 2020
- » Anglin Speakers: Brandon Smith & Michelle Jenkins
- » Guest Speaker: Dale Gipson

The Ins and Outs of Leases During COVID

- » Event Date: December 16th, 2020
- » Anglin Speakers: Brandon Smith
- » Guest Speaker: Benjamin Hutton

See additional 2020 speaking and presentations later in the report under Firm Recognition.

R&D Tax Credit

Anglin team members wrote several blog posts about aspects of the R&D tax credit to support awareness by current and new clients. The blog posts are promoted on social media and through eblasts to clients. We also developed a Google ad campaign targeting new R&D tax credit clients for 2021.

Business Valuations

Ryan Campbell and Andrew Labosier will host a series of videos discussing reasons to conduct business valuations. These videos will be available on our website to share with prospects and clients through social media or as a follow-up to sales conversations.

Succession Planning



Succession Planning Resource

To further develop our M&A practice and help business owners start planning, we created a succession planning campaign that will collect leads when website visitors share their email addresses to request a succession planning resource. That campaign will launch in early 2021.

Firm Recognition and Public Relations

In addition to press releases in 2020 announcing firm news about our new partners, team promotions and retirements, we continue to seek opportunities to speak and write about our knowledge and insights. We were also privileged to be recognized on several key local business and national industry lists.



Awards

- › BBB Torch Award for Business Ethics - Finalist
- › Chamber of Commerce - Small Business Awards Finalist
- › Madison Chamber of Commerce - Best in Business winner
- › Accounting Today - Best Accounting Firms to Work For
- › INSIDE Public Accounting - Fastest Growing Firms (Top 400)
- › Forbes - America's Best Tax and Accounting Firms
- › Admitted to the CPAmerica Large Firm Group
- › Business Alabama - Ranked #15 Largest Firms in Alabama, up from #16



Jay Reichmann



Jeanette Geri

Partner Retirements

We would like to thank Jay Reichmann and Jeanette Geri for their years of service, and we wish them well in their retirement. The contributions each of these individuals played in building our firm is evident. Long before our merger, they were named partners in their respective firm's name. While COVID-19 hindered our ability to celebrate their next phase in life with a big get-together, we were proud to gather in small format and present each of them with a unique gift to show our appreciation.

Speaking and Presentations

- › Discussion Leader CPAmerica Regional Conference, Atlanta, with Gary Anglin
- › Audit User Group: Virtual Auditing, with Wolters Kluwer and Jason Miller
- › Peer Review Update, an Audit Talks LIVE session with Wolters Kluwer and Jason Miller
- › Avoid Risky Business, an Audit Talks LIVE session with Wolters Kluwer and Jason Miller
- › The Catalyst Center, Key Performance Indicators, with Meg Hampton
- › Live Session on LinkedIn with CPA.com, Update on Staffing & Cultural Challenges in Attest Services with Jason Miller and Meg Hampton
- › The Catalyst Center, Pricing Strategies with Brandon Smith
- › UWF Center for Entrepreneurship, Lessons Learned in the Startup World, Finance & Operations with David Bier
- › Madison County Volunteer Lawyer Program, Practice Pointers for Pro Bono Heroes, with Dana Gillis and Luke Kinzer

- › The Catalyst Center, Leading Ladies & The Many Roles WE Play with Michelle Jenkins
- › Projections for a Business Plan & Strategy with Michelle Jenkins and Jessica Cassiday
- › DCAA Compliance with QuickBooks with Jessica Cassiday and Cassandra Sanders
- › HSV Chamber of Commerce, PPP Foregiveness: Understanding & Modeling Foregiveness with Gary Anglin, Ryan Campbell, Jeremy Mosteller and David Bier
- › The Catalyst Center, PPP Foregiveness Understanding with Ryan Campbell, David Bier and Meg Hampton

Event Sponsorships

- › Hudson Alpha Spring Gala
- › Hudson Alpha Ties the Ribbons
- › Boys and Girls Club Leaders and Legends
- › Trideum Event - Grounds of Hope
- › Village of Promise
- › EntreCon
- › Leading Ladies
- › Air Force Ball



Air Force Ball



Village of Promise



Leading Ladies

Community Leader



Meg Hampton

Meg Hampton was a particular star among our community volunteers this year. She handled the set-up and volunteer support for the BBBS Sleigh Bell 5K and Wine Down fundraiser as well as the Honoring Our Mentors event. She is active on the board and assisted this organization through their funding crunch in 2020 with her knowledge and insights. She also organized an information session to encourage people to be a big brother or big sister. Meg, we salute you!



Big Brothers Big Sisters

Firm Culture and Morale Activities

There were many challenges in the way of staying connected in the year 2020 with the global pandemic in full swing. Anglin quickly adapted and overcame those challenges by staying plugged in through virtual and safe, social distancing events. Anglin attended the virtual Liz Hurley Run this year. We also had large involvement with the virtual Sleigh Bell Run 5k through Big Brothers Big Sisters. Anglin also hosted their annual Chili Cook-Off event by socially distancing staff in our large training room. Winners were Gary Anglin, LeAnne Goode and Christian Gunner.



Chili Cook-Off

Prior to the pandemic, earlier in the year, the Solutions department went to Top Golf to celebrate closing out their busy season.



Top Golf



Firm Activities – Community Focus

Once again, Anglin hosted a firm-wide “Serve Day” to connect employees with local non-profits and give back to the community. In 2020, we found ways to help non-profits in a COVID-friendly way to support their individual areas of need. Anglin created small teams to assist in different locations (to allow for proper social distancing and safe practices).

We organized a canned food drive for House of Harvest. A team of staff collected and donated water bottles for a local Title 1 school. Staff volunteered at the Manna House by assisting with their hydroponic garden care. At Village of Promise, a volunteer team helped to catalog and re-shelve books in their library, assembled bags to support their annual fundraiser and helped to build outdoor art boards.

Anglin also assisted 305 8th Street with garden bed clean-up and small maintenance projects as well as wrote personal letters to the residents. We gave to Furget Me Not Animal Rescue by creating bandanas to help dogs get adopted from shelters. Anglin organized the shoe closet at MLK Jr. Elementary. A team of staff completed yard work for patients in need with Friends, Inc. We packaged COVID-friendly snacks and notes for officers of the Huntsville Police West Precinct. All in all, our efforts were considerable and very appreciated by these organizations.

724 volunteer hours x 165 = \$119,000 in volunteer value

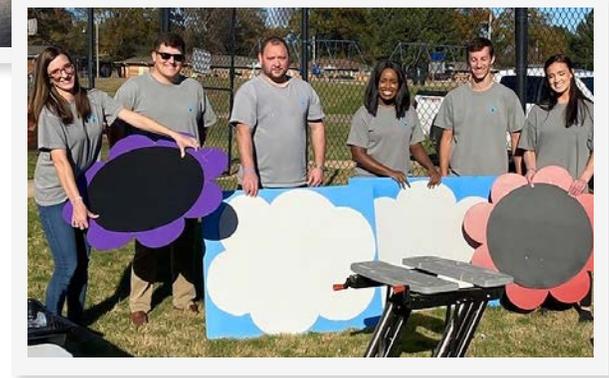
- > Tinsel Trail Huntsville holiday fundraiser with tree decorating
- > Free to Teach school supply fundraiser
- > Kids to Love foster care gifts



Kids to Love



Manna House



Village of Promise



Tinsel Trail



Professional Development and Networking

COVID-19 may have stopped much of the normal travel for professional development and CPE, but it did not stop the team at Anglin from learning and growing. We are looking forward to hopefully connecting with our peers and industry experts in person soon, but we are proud to have participated in a number of virtual conferences and to sponsor several events. A new addition this year was the CPAmerica Large Group Conference as well as an exciting virtual experience with EntreCon in Pensacola.

4,300+ hours of training, CPE, and professional development activities.

Internal Training

Thanks to Meg Hampton for organizing our Gov Con boot camp, as well as engagement and PrepFS trainings.

Boards and Leadership Positions

Gary Anglin

- > Boys and Girls Club Board of Directors
- > Cyber Huntsville, Board of Directors and Executive Committee
- > Alabama Society of CPAs, Chair of Ethics Committee
- > Alabama Society of CPAs, Political Action Committee, Board of Directors
- > Hudson Alpha Institute for Biotechnology, Professional Advisors Council

David Bier

- > HSV Chamber of Commerce
- > Heart of the Valley YMCA, Vice-Chair
- > Huntsville Botanical Garden
- > HEALS, Inc.
- > West Florida Defense Alliance (WFDA), Government Contracting Workforce Startup Chair
- > Honorary Commander, USAF, Pensacola Naval Air Station
- > MIT Venture Mentoring Service, Mentor for SCI Pilot Program

Meg Hampton

- > Big Brothers Big Sisters of Tennessee Valley, Treasurer

Kavitha Hickad

- > Friends, Inc.

Kathy Davis

- > Estate Planning Council of NWFL and Leadership Pensacola (Leap) with Pensacola Chamber Foundation

Denise Godwin

- > Estate Planning Council

Kandy Gardner

- > WEDC Foundation - Treasurer
- > Village of Promise - Treasurer
- > Intentional Faith - Treasurer
- > The Catalyst - Treasurer



305 8th Street



Gov Con Growth Summit

What did you do during quarantine?

2020 was chaotic and isolating at times, but our team made the best of it by utilizing remote work opportunities and less travel to pick up new hobbies and interests. Here are just a few examples of how our team members made use of family and personal time at home.

Denise Godwin started to learn Spanish.

Jeremy Mosteller and his family moved to the “country” in April 2020 and welcomed new family pets (12 chickens of various breeds, which all have names, and a pet rabbit, Butters).



David Bier still spent most of the year on the road between Pensacola and Huntsville. He spent free time training for a solo marathon at Fort Pickens and Pensacola Beach.

Aryn Sanders got two new kittens. One loved helping me work from home and the other one is a big fan of Baby Yoda.



Ashley Essner enjoyed lots of family bike rides on the greenways in Huntsville as well as family games nights of Scrabble.

Meg Hampton is learning Spanish so she can speak the language when it's safe to visit Guatemala.

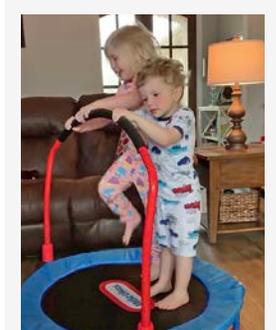


Kavitha Hichkad made ravioli and lasagna using fresh pasta from the pasta maker she got for her wedding (17 years ago)!



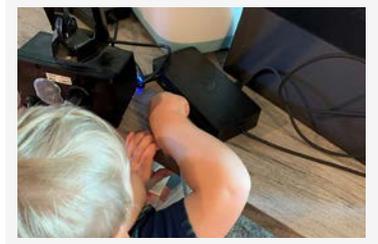
Chris Cook learned a few card tricks!

Emily Zirbel purchased an indoor trampoline for the kids to stay entertained while working from home.



Kathy Davis started a new hobby of pyrography, also known as wood burning.

Michelle Jenkins is doing lesson planning for her kindergartener. “I also found that I have a pretty good IT helper on call when working from home.”



Luke Kinzer learned to make an upscale, restaurant-quality Old Fashioned and a “dang fine” margarita. He also knows how to hang wall cabinets.

Kami Minor has learned how to effectively work remotely WITH children in tow: screen time and video games when you need focus and security cams to keep an eye on them. She also got very crafty with a new Cricut machine (personalizing everything) and making perler bead ornaments.



Cheers to a Bright 2021

Taking all the good things we learned from 2020 with us (and appreciating the grace and lessons from the bad), we embark on a new year with hope and many exciting things in store for Anglin. We are excited about our staff and our capabilities. We are thankful for the clients who have put their trust in us. We look forward to continuing to serve our existing clients and building new relationships as we continue to grow.

Thank you again to everyone who contributed your positivity and leadership to our team, clients and community.





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