

So the biggest challenges I see in the nonprofit industry currently, is funding. That's always an issue, and then with the new tax reform, the deductibility of charitable contributions is going to come into play. It'll be interesting to see how it shakes out because nationally, people are predicting a lot of doom and gloom, but you never know what can happen locally. So that's a huge issue and for us on that perspective, we can provide a lot of training which we've been doing and just knowledge. Just showing what industry experts think are going to be you know serious ramifications to get people thinking that I need to change my strategy, I need to figure out what I'm doing, am I targeting right people? Do I nurture my donors? Do they know I care?

So over the years I've gained a lot of knowledge and experience in the industry, not only through going to the AICPA - not-for-profit national conference, which I attend every year, but also just practical experience. Every nonprofit is a little bit different than the one next to it, so you learn a lot. And I always say that our staff that do a lot of nonprofit audits are better auditors than some of the other people in the sense that they see so many different things. They can't rely on, oh this is just like another organization. So that's really how you learn, it's kind of boots on the ground, but also the technical knowledge is critical. We do a lot of CPE, so continuing education training in-house, externally and we're always on top of the newest developments in the nonprofit world.

We find that once we're in the door, we're doing the work, what they appreciate is the knowledge that we have. That we do have all that cross knowledge that goes across organizations, even though they're all a little bit different, there are things that are common. The other piece is just the reliability, the professionalism of our staff, the fact that we meet all of their deadlines. We present to their board of directors and basically what we say is gonna happen happens. There aren't any surprises. We deliver when we say we will and the goal is that they're happy, we're happy and everybody's on the same page.