



# THE ALLIANCE

Rewarding relationships. Enhanced results.



A top-down view of numerous umbrellas. Most are a dark grey color, but one in the center is a bright yellow. The umbrellas are arranged in a somewhat circular pattern, with the yellow one being the central focus. The lighting is even, highlighting the texture of the fabric and the ribs of the umbrellas.

**“The Eide Bailly Alliance training session I attended offered greater depth than other CPE courses I have taken. Topics were covered in way that could be applied directly to our clients, and the Alliance presenters offered insight and analysis rather than simply an overview or rehashing of regulations”**

~ Bob Boast, Senior Tax Manager  
Kiefer Bonfanti & Co. LLP

# A UNIQUE OPTION

*Most CPA firms come to a crossroad in their life cycle where they need additional resources, both internally and externally, in order to continue to grow and succeed.*

We've all been there. The discussions can be long and painful. Revealing and uncomfortable. Many questions surface: "How can we add the resources we need and still maintain a profitable bottom line?" "How can we properly train our staff and give them the tools they need to succeed?" "Our clients are demanding more; how can we bring them additional services?" And even, "Is it time to consider joining a larger CPA firm who has a strong infrastructure?"

Several years ago, Eide Bailly LLP, who has grown to become one of the top 25 CPA firms in the nation, recognized these challenges and created an association of CPA firms called the Eide Bailly Alliance. Let us explain ...

## **Introducing the Alliance**

The Eide Bailly Alliance is a member-based association of non-competing CPA firms that have access to resources, experience and service specialties—through Eide Bailly, and through member firms. The primary goal of the Alliance is simple and straightforward: to be an investment that will add ongoing value to member firms and their clients. Designed for small- to mid-sized CPA firms, the Eide Bailly Alliance is an alternative to the larger, more expensive networks.

## **The Benefits of Belonging**

- Networking and in-depth discussions with firm leaders and industry/service specialists.
- Access to knowledgeable and experienced professionals who are responsive to member questions and issues.
- Periodic face-to-face meetings to learn about and discuss issues of interest to your firm.
- Practice management discussions to help you grow your practice.
- Access to services and products offered by Alliance members.
- Opportunities to outsource to a trusted firm in the event of an independence issue.
- Opportunities to insource work from other member firms, and participate in joint proposal opportunities.

## **What Makes the Eide Bailly Alliance Different**

- Membership fees are very reasonable for the value gained.
- Member firms are encouraged to market their services to other member firms.
- A variety of training is available to member firms.

## **About Eide Bailly**

Eide Bailly is a successful regional CPA firm experiencing steady growth. We are an active participant in AICPA's Major Firms Group Meetings and a member of Star Group I, which is comprised of leading local and regional accounting firms in the U.S. Eide Bailly has offices located throughout the western half of the United States, all offering personal, attentive service with access to national resources.



# INTERNAL RESOURCES

*Business is complicated: HR issues, technology needs, management decisions, training needs and unique business issues. The list goes on.*

Your membership in the Eide Bailly Alliance is multi-faceted! Through organized networking events, you have the ability to share your knowledge, discover best practices and learn from others who have experienced similar issues. The sharing and learning is endless through the Alliance. Here is a sampling of what you can expect:

- **Top notch training.** Whether your firm needs compliance training to stay current with CPE requirements, or more specialized training, such as health care reform or repair regulations, you will find a variety of training available through Eide Bailly.
- **Business resources.** Many times, firms are on the cusp of needing administrative specialists – who do you hire first? From human resources to technology, all areas of your business are important. As an Alliance member firm, you will be connected with these types of specialists, too. The following outlines the many ways your firm can benefit:

## A SAMPLING OF RESOURCES

- Practice Metrics and Management
- Technology
  - *Services:* security services, custom development, technology planning & strategy, IT assessment, solution selection, project management
  - *ERP & CRM (NetSuite, Sage, Salesforce):* solution selection and implementation, optimization, training and support
  - *Business Analytics:* KPI discovery, project management and implementation
  - *Infrastructure & Networking:* managed services, technical architecture & design, collaboration & communication, IT staffing services, infrastructure & networking solutions
- Human Resources Compliance, Policies and Procedures
- Staff Development, Assessments and Engagement
- Technical and Softskill Training
- Communication Strategies
- Collateral Material Strategy, Development & Production
- Business Development Assessment, Strategy & Training



**“The Eide Bailly Alliance has been great for our firm. Through attending the summits and other seminars it offers, we have leveraged and accelerated our knowledge and practice methods to become a more profitable firm and more in touch with our clients and staff.”**

~ Steve Handrick, Partner  
Hawkins Ash CPAs

# CLIENT SOLUTIONS

*Your clients' businesses are growing, and their needs are changing. As a member of the Eide Bailly Alliance, you will have access to a wealth of knowledge and expertise—similar to a Big Four firm—that you can pass seamlessly on to your clients.*

If your clients need real-time data, help with a potential fraud situation or assistance with a complicated state and local tax issues, you will be able to assist your client through your Alliance connections. Simple and seamless. With the Eide Bailly Alliance, your knowledge becomes vast and deep. Following is a sampling of the specialists within our Alliance team:

## **SERVICES**

Audit & Assurance  
Business Outsourcing & Strategy  
Business Valuation & Analytics  
Cybersecurity  
Financial Services  
Fraud & Forensic Advisory  
Health Care Reform  
Human Resources  
International Business Services  
Litigation & Dispute Advisory  
Risk Advisory  
Tax  
Technology Consulting  
Transition & Transaction Advisory  
Wealth Planning

## **INDUSTRIES**

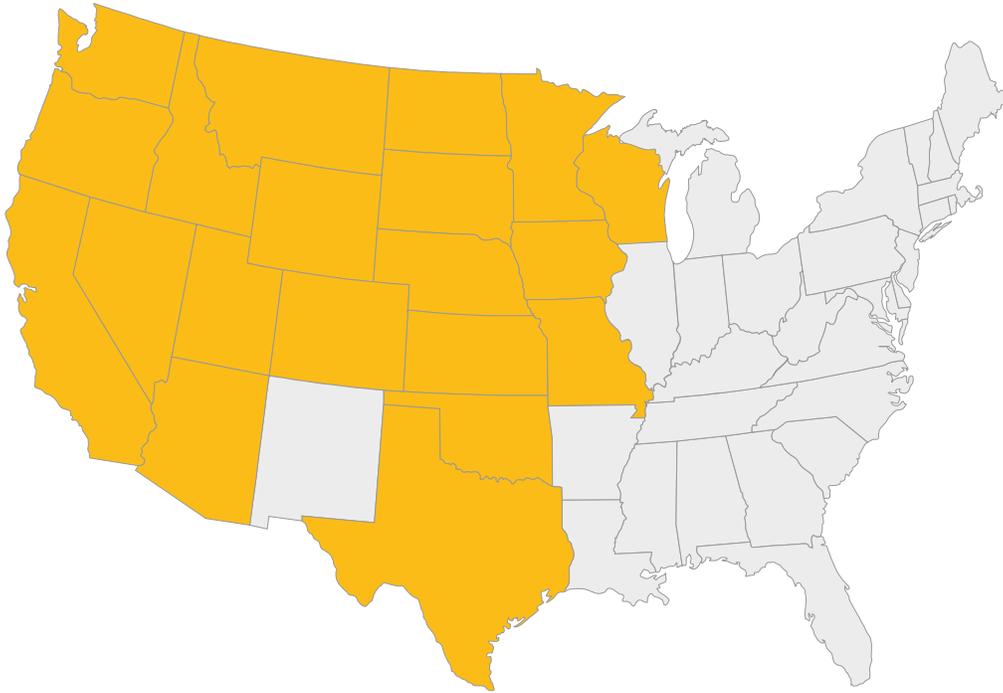
Affordable Housing  
Ag Producers  
Communications & Electric  
Construction & Real Estate  
Dealerships  
Energy Services  
Financial Institutions  
Gaming  
Government  
Healthcare  
Insurance  
Manufacturing & Distribution  
Nonprofit

Whether your clients are doing business across state lines or in other countries, you will be connected to resources that can help your client do business anywhere. Members of the Eide Bailly Alliance are located across the country, which gives you the ability to offer your clients a local connection.

In addition, through the Alliance you will also have access to an international network of professional accounting and business advisory firms. If you have clients doing business globally, our network of professionals ensures they will have local access to the highest quality services in the industry.

The Eide Bailly Alliance gives you a competitive advantage of being a local firm with big-firm resources.

# EIDE BAILLY ALLIANCE FOOTPRINT



## About the Eide Bailly Alliance

Founded by Eide Bailly LLP, a top 25 national CPA and business advisory firm, the Eide Bailly Alliance is a membership-based association of CPA firms. Visit our website, or call LaRae Langerud to learn more about membership in the Alliance.

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

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