**Regional — Non-profits play important role in society**

**Aldean Remoro Jr. College Talk**

"Generally, there are a lot of mistakes that non-profit organizations ought to keep administrative costs to about 25 percent of the organization's budget. When you get beyond the point where you start hiring a lot of people to do the bookkeeping and the accounting, you are starting to understand that it is admirable as that that the success of your organization does not get your name out there, and that isn't important to us. In the non-profit sector, the key business tactics like marketing, advertising and public relations are not being done in the same way in the government. Another area that Pietroburgo has studied is how non-profit organizations fare when they are combined with the corporate world.

"One of those areas is corporate philanthropy. There are a lot of business out of business," she said. "They can help along, maybe give out their mission, like this one and this one, and things like that. We are all so forecasted. We have seen that some non-profits are making it, they are going perhaps strongly, but they have to merge with other organizations that are like that because if they have to merge with another organization, that is the kiss of death to their organization.

"The other area is that one of these organizations is an animal within itself," Pietroburgo said. "One of those organizations, when they come to do our mission, we have so much support from our neighbors that help us provide services, and they are so. We work hard. It's hard to imagine them not being there because they are so. We think they're an animal within itself, we think they're there to stay. I'm so entwined in it, I'm sure I want to imagine them not being there.

**Aldean Romero Jr. (The Dean of the College of Arts and Sciences at Southern Illinois University Edwardsville)"**

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**College Talk**

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