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AAM 2011-2012 Leadership Passes to the Incoming President

Marc Busny takes over as President of the Association for Accounting Marketing

Marc Busny, managing director and chief marketing officer at CBIZ Tofias & Mayer Hoffman McCann PC was recently elected 2011-2012 president of the Association for Accounting Marketing (AAM). His one-year term began July 1.

Other AAM officers include Erinn Keserica, director of marketing at Frazier & Deeter, who serves as president-elect; Katie Tolin, marketing director at Rea & Associates, Inc., who is vice president; Kerry Sullivan-Lechner, marketing director at Anderson ZurMuehlen & Co. P.C., who serves as secretary; Raissa Evans, senior manager, practice growth at PKF Texas, treasurer; and D. Scott Moore, director of marketing and business development at Dixon Hughes Goodman, PLLC, who is the immediate past president.

AAM's officers are joined by seven elected board members-at-large who include: Kevin Kiefer, consulting marketer, Deloitte; Jack Kolmansberger, marketing director, Herbein + Company, Inc.; Kristen Lewis, senior marketing manager, EisnerAmper; Eric Majchrzak, director of marketing, Freed Maxick & Battaglia, CPAs, PC; Laura Snyder, manager, Crowe Horwath LLP; Carrie Steffen, shareholder & vice president, The Whetstone Group; and Dawn Wagenaar, principal, Ingenuity Marketing Group, LLC.

The AAM board of directors will guide the association through its various programs that assist accounting marketing professionals. Programs include meetings, webinars, and other educational events that assist accounting marketing professionals in meeting the unique challenges of promoting and selling professional accounting services. The association also assists its members by providing networking opportunities and benchmarking research data, as well as career development guidance.

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The Association for Accounting Marketing (AAM) is the only association in the country formed specifically to enhance the accounting marketing and practice growth profession through education, networking and thought leadership. Founded in 1989, the association has more than 800 members, comprised of marketing professionals, business developers, CPAs, consultants, service providers, educators and students. AAM strives to help its members become more effective and valued practitioners and executive leaders. To learn more about AAM, please call 856-793-0806 or visit www.accountingmarketing.org.