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Thirty-eight Awards Distributed to Honor Top Marketing Firms
Association for Accounting Marketing Announces Marketing Achievement Award Winners

Chicago, IL – The Association for Accounting Marketing distributed 38 Marketing Achievement Awards (AAM-MAAs) to 29 different firms in recognition of their outstanding achievements in the areas of accounting marketing and communications.

A panel of judges, including professionals in advertising, consulting, professional services and marketing, judged nearly 200 entries from 75 different firms in 20 different categories. Accounting firms from all over the United States and Canada competed in two divisions — under \$15 million in revenue and more than \$15 million in revenue. Categories included website design, collateral/identity materials, niche business development and print advertising for CPA firms.

This was the 17th year that the annual awards were presented. Recipients were announced at the 2011 AAM Summit, held in Chicago, IL on June 9, 2011. Additional awards presented were Rookie of the Year awarded to Emily Burns, Freed Maxick & Battaglia; Volunteer of the Year awarded to Sarah Johnson, Inovautus Consulting, LLC; Marketer of the Year awarded to Raissa Evans, PKF Texas; and Hall of Fame Inductee awarded to Marsh Leest, CCH, a Wolters Kluwer business.

Below is a complete list of winners by category:

1A: Logo Design

Under 15M Revenue: Capstone Marketing

Over 15M Revenue: MFA - Moody, Familglietti & Andronico, LLP

1B: Corporate Identity

Under 15M Revenue: Capstone Marketing

Over 15M Revenue: Aronson LLC

1C: Brochure/Printed Collateral

Under 15M Revenue: Bauerle and Company

Over 15M Revenue: Arthur Bell, Certified Public Accountants

2A: Print Newsletters

Under 15M Revenue: Cerini & Associates, LLP

Over 15M Revenue: Rehmann

2B: Electronic Newsletters

Under 15M Revenue: Davis Kinard & Co. PC

Over 15M Revenue: BKD, LLP

2C: Public Relations

Over 15M Revenue: Freed Maxick & Battaglia, CPAs, PC

2D: Survey/Research

Under 15M Revenue: Cerini & Associates, LLP

Over 15M Revenue: Armanino McKenna

2E: Internal Firm Programs

Under 15M Revenue: Ingenuity Group LLC and Lindquist, von Husen & Joyce LLP

Over 15M Revenue: Plante & Moran, PLLC

2F: Website Design

Under 15M Revenue: Hoyman Dobson

Over 15M Revenue: Freed Maxick & Battaglia, CPAs

2G: Multi-Media

Under 15M Revenue: KatzAbosch

Over 15M Revenue: WithumSmith + Brown, PC

2H: Celebratory Greeting Card

Under 15M Revenue: Cornwell Jackson Group Inc.

Over 15M Revenue: Skoda Minotti

2I: Recruiting Campaign

Under 15M Revenue: Henderson Hutcherson & McCullough, PLLC

Over 15M Revenue: Postlethwaite & Netterville

3A: Sales Presentations/Proposals

Under 15M Revenue: SBLR Chartered Accountants

Over 15M Revenue: Frazier & Deeter, LLC

3B: Niche-Building Campaign

Under 15M Revenue: Henderson Hutcherson & McCullough, PLLC

Over 15M Revenue: Henry & Horne, LLP

3C: Event Marketing, Trade Shows and Seminars

Under 15M Revenue: Stambaugh Ness PC

Over 15M Revenue: Mountjoy Chilton Medley LLP

3D: Single Mailing

Under 15M Revenue: Bober Markey Fedorovich

Over 15M Revenue: Crowe Horwath LLP

3E: Campaign Mailing

Under 15M Revenue: Wilkin & Guttenplan, PC

Over 15M Revenue: Reinsel Kuntz Leshner LLP

4A: Single Print

Under 15M Revenue: Ingenuity Marketing Group LLC and Cornwell Jackson

Over 15M Revenue: Kennedy & Coe, LLC

4B: Series Print

Under 15M Revenue: Davis Kinard & Co, PC

Over 15M Revenue: Kennedy & Coe, LLC

4C: Non-Print

Over 15M Revenue: Postlethwaite & Netterville

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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.