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### ***Association for Accounting Marketing Announces Marketing Award Winners***

The Association for Accounting Marketing (AAM) distributed marketing awards to individuals in recognition of their outstanding achievements in the accounting marketing profession and the accounting industry. Recipients were announced at the 2011 AAM Summit, held in Chicago this summer.

### **Marsha Leest Inducted Into the Association for Accounting Marketing Hall of Fame**

Marsha Leest, editor at CCH, a Wolters Kluwer business, in New York City, was inducted into the AAM Hall of Fame. Leest was selected by the Board of Directors for her dedication to, and promotion of, the accounting marketing profession and the accounting industry as a whole.

Leest is a nationally recognized expert in the field of accounting firm marketing. She has an extensive background in accounting and law firm marketing as well as in professional publishing. Her experience as an in-house marketing director for a top 25 accounting and business consulting firm coupled with the knowledge she gained as a consultant to the industry gives her a unique perspective of the industry, how it works and how it is evolving.

Leest is a co-author of the sixth edition of *How to Manage Your Accounting Practice: Taking Your Firm From Chaos to Consensus*, published by CCH, as well as various articles in industry publications. She is also the editor of CCH's *CPA Practice Management Forum*, a monthly journal dedicated to covering all areas of managing a CPA firm in today's complex business environment.

Leest has been involved in AAM on the committee level for many years and most recently was involved in the transition of the association's *MarkeTrends* newsletter to a new quarterly publication, *Growth Strategies: The Journal of Accounting Marketing and Sales*. She serves as a board member of the New York City chapter of AAM.

### **Raissa Evans Named 2011 Marketer of the Year**

Raissa Evans, executive manager of practice growth for PKF Texas in Houston, was honored as AAM's 2011 Marketer of the Year. The award is sponsored by *CPA Practice Management Forum*, the only independent newsletter focusing exclusively on successful marketing strategies within CPA firms. Evans was first nominated by her peers, and then selected by a panel of judges, themselves leaders in professional services marketing, for the top honor.

With 13 years experience and a background in technology, Evans brings non-traditional business acumen to her firm's marketing team. She oversees the marketing efforts of the firm with a focus on executing initiatives to align with firm strategy. This includes project management, campaign

development and tracking, niche practice development, budgeting, event marketing, media relations, research, technology directives and pipeline management. Working closely with her firm's human capital and technology departments, Evans shapes programs that benefit the firm's internal and external clients.

Evans's passion for finding new ways to leverage technology in practice growth efforts led her to champion the firm's digital strategy. She led three website redesigns, plus the first accounting-technology blog, FromGregsHead.com, and launched m.pkftexas.com, PKF Texas's mobile Web platform. Evans trains firm leadership on social media tools and writes for the firm's Twitter account, @pkftexas.

A member of the AAM board since 2008, Evans serves as the treasurer. In addition, she serves on the Houston AAM board as well as the Houston Interactive Marketing Association, and various committees for BioHouston, American Marketing Association, and the Greater Houston Partnership.

### **Sarah Johnson Named 2011 AAM Volunteer of the Year**

Sarah Johnson, Chief Growth Strategist at Inovatus Consulting LLC in Chicago, was honored as the 2011 AAM Volunteer of the Year. She was recognized for her commitment to promoting the accounting marketing profession along with her service to AAM.

Johnson is a successful growth advisor to professional service firms. She is especially adept at identifying growth opportunities, formulating business development strategies, maximizing human capital and working with clients to meet the challenges involved in implementing change. Prior to becoming an entrepreneur, Johnson was the director of marketing for a Chicago-based accounting firm and the director of consulting services at Koltin Consulting Group/PDI Global.

A leader in professional services, Johnson regularly speaks for professional service associations, at conferences and at board meetings. She is also a regular contributor for *Accounting Tomorrow* and has authored or contributed to articles appearing in *Accounting Today*, CPA Society publications, the *National Law Review* and *Practical Accountant*.

Johnson, an AAM member since 2003, is extremely active in the association and serves as a chair of the education committee. She has served as the past chair of the website committee and past president and board member for AAM Chicago.

### **Emily Burns Honored As 2011 Rookie of the Year**

Emily Burns, e-marketing and communications specialist for Freed Maxick & Battaglia, CPAs in Buffalo, NY, was named 2011 Rookie of the Year by AAM for going the "extra mile" to contribute to the firm's success within the first two years of her marketing role.

Burns joined Freed Maxick & Battaglia in February 2010. She is responsible for the firm's community, PR and media relations efforts and e-marketing initiatives including social media.

Burns came to Freed Maxick & Battaglia from Buffalo Niagara Partnership where she worked as communications manager. She spent 10 years in New York City as Corporate Communications Manager

for ID Media and also within the public relations departments of beauty and fashion companies including Avon Products, Inc. Christian Dior Couture, Giorgio Armani, and Jones Apparel Group.

Burns has demonstrated excellence, creativity and initiative within the firm and has transformed it through technology. In just a year, she impressed staff and is a phenomenal strategist, project leader and has achieved many firm firsts, including a Twitter-fed newspaper, the use of a mobile website and Quick Response codes. By launching a blog that is part of a new recruiting website, employment applications for this firm are up 75 percent. Burns's social media and Web expertise helped the firm win a social media award and referred nearly \$1 million dollars of new business into the firm in 2010.

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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](http://www.accountingmarketing.org).*