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FOR IMMEDIATE RELEASE

Top Accounting Marketers Honored in San Diego

Association for Accounting Marketing announces award winners at annual conference

San Diego, Calif. – The Association for Accounting Marketing (AAM) recognized accounting firms and marketers for their outstanding achievements this past year. Honors were presented to the Marketer of the Year, Volunteer of the Year and Rookie of the Year. In addition, 40 Marketing Achievement Awards were distributed and two new members were inducted into the AAM Hall of Fame.

The association's annual gala and award ceremony took place at the *AAM Summit 2008: Wild on Marketing* in San Diego, Calif. on June 5, 2008.

Marketer of the Year

Rene Stranghoner, director of practice growth at Weaver and Tidwell, LLP in Fort Worth, Texas, was honored as the 2008 Marketer of the Year. Stranghoner was first nominated by her peers, and then selected by a panel of judges, themselves leaders in professional services marketing, for the top honor. *CPA Practice Management Forum*, the only independent newsletter focusing exclusively on successful marketing strategies within CPA firms, sponsors the award.

Volunteer of the Year

Laura Snyder, director of marketing at Porter Keadle Moore, LLP in Atlanta, Ga., was named the 2008 AAM Volunteer of the Year. A longtime volunteer in the organization, Snyder was selected by the board of directors for her service to AAM as well as her support of the accounting marketing profession.

Rookie of the Year

Benjamin Plantan, marketing manager at J.H. Cohn in New York City, was named 2008 AAM Rookie of the Year. Plantan was honored for the "extra mile" he has gone in contributing to the success of his firm within the first two years of his marketing role.

Association for Accounting Marketing - Marketing Achievement Awards (AAM-MAAs)

The 14th annual AAM-MAAs were presented in recognition of outstanding achievements in the area of accounting marketing and communications. A panel of judges including professionals in the advertising, public relations, professional services and marketing fields, evaluated nearly 250 projects this year. A complete list of the winners, by category, is attached.

Hall of Fame Inductee

Leisa Gill, director of marketing at Lattimore Black Morgan & Cain, PC in Brentwood, Tenn., and **Tracy Crevar Warren**, president of The Crevar Group in Jamestown, N.C., were inducted into the AAM Hall of Fame. Gill and Warren were selected by the board of directors for their dedication to and promotion of the accounting marketing profession and the accounting industry as a whole.

AAM Summit 2008: Wild on Marketing, the 19th annual conference for the association, took place from June 3 - 6, 2008, in San Diego, Calif. Each year the event continues to grow, with attendance of more than 500 accounting marketing professionals represented in 2008. The conference provided accounting marketers with tools, ideas and strategies to help them excel in their careers and increase the profitability of their firms. This is one of the only conferences of its kind, devoted entirely to accounting firm marketing, and planned by accounting marketing peers in the industry. More information about the conference can be found at the association's Web site at www.accountingmarketing.org/conference.asp.

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The Association for Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The members are comprised of marketing professionals, CPAs and consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers.