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FOR IMMEDIATE RELEASE

Leisa Gill and Tracy Crevar Warren Inducted Into Hall of Fame

Recognized by Association for Accounting Marketing for dedication to profession, industry

San Diego, Calif. – Leisa Gill, director of marketing at Lattimore Black Morgan & Cain, PC in Brentwood, Tenn., and Tracy Crevar Warren, president of The Crevar Group LLC in Jamestown, N.C., were inducted into the Association for Accounting Marketing (AAM) Hall of Fame. The Hall of Fame Award honors an individual's dedication to and promotion of the accounting marketing profession and the accounting industry as a whole.

Gill was named Marketer of the Year in 2004 by *CPA Marketing Report*, a CCH Publication, and is a past-president of AAM. She is a frequent speaker for industry groups such as the American Institute of Certified Public Accountants, NorthStar Conferences and AAM.

At LBMC, Gill oversees all aspects of marketing for the firm's eight affiliated companies. In addition to developing day-to-day marketing strategies, she coaches and mentors professionals, to help them understand the role of marketing in professional development. She has diverse experience in all areas of marketing including services and product marketing, marketing campaign design and implementation, brand recognition, advertising, seminar and workshop development, newsletter publishing, proposal writing, surveys, public relations, Web site planning and implementation, event planning and go-to-market strategies. Prior to joining LBMC, she worked with a financial planning firm and a national publishing company of business newspapers.

Warren is also a past president of AAM, and was named by *Accounting Today* as one of the 100 Most Influential People in the accounting industry. She is an author and frequent speaker on various growth, business development and marketing topics for local, regional, national and international audiences.

As president/CEO of The Crevar Group LLC, Warren brings proven experience to firms focused on growth. Her practical, enthusiastic, no-nonsense approach helps position organizations to achieve results. For over a decade she served as the chief marketing and business development officer for Dixon Hughes, and helped the firm to grow from less than \$10M to over \$120M in revenue. A pioneer in the field of professional services marketing and business development, she advises clients striving to achieve growth and maximize performance.

Gill and Warren were inducted into the Hall of Fame at the 19th Annual AAM Summit in San Diego, Calif. on June 5, 2008.

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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.