



Contact
Granville Loar, Executive Director
Association for Accounting Marketing
Phone: 816.221.1296
Fax: 816.472.7765
E-mail: granville@robstan.com

FOR IMMEDIATE RELEASE

Scott Moore Named Marketer of the Year

Director of marketing and business development for Dixon Hughes honored at Association for Accounting Marketing



Contact
Granville Loar, Executive Director
Association for Accounting Marketing
Phone: 816.221.1296
Fax: 816.472.7765
E-mail: granville@robstan.com

FOR IMMEDIATE RELEASE

Top Accounting Marketers Honored in Austin

Association for Accounting Marketing announces award winners at annual conference

Austin, Texas. – 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 a new member was inducted into the AAM Hall of Fame.

The association's annual gala and award ceremony took place at *AAM Summit 2009: Marketingpalooza* in Austin, Texas on June 4, 2009.

Marketer of the Year

Scott Moore, director of marketing and business development at Dixon Hughes, PLLC in Greenville, S.C., was honored as the 2009 Marketer of the Year. Moore was first nominated by his 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

Kristen Lewis, senior marketing manager at Amper, Politziner & Mattia, LLP in Jenkintown, Pa., was named the 2009 AAM Volunteer of the Year. A longtime volunteer in the organization, Lewis 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

Stacy Soefer, director of marketing & communications at Gainer, Donnelly & Desroches, LLP in Houston, Texas, was named 2009 AAM Rookie of the Year. Soefer was honored for the "extra mile" she has gone in contributing to the success of her firm within the first two years of her marketing role.

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

The 15th 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 228 projects this year. A complete list of the winners, by category, is located at the end of this release.



Contact
Granville Loar, Executive Director
Association for Accounting Marketing
Phone: 816.221.1296
Fax: 816.472.7765
E-mail: granville@robstan.com

Austin, Texas. – Scott Moore, director of marketing and business development at Dixon Hughes, PLLC in Greenville, S.C., was honored as the 2009 Marketer of the Year. Moore was first nominated by his 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.

Moore has over 14 years of marketing experience, leading the development of successful programs for companies ranging from small professional service firms to widely known brands such as Michelin. His career has been dedicated largely to marketing financial services including accounting, financial planning, life insurance and banking. He entered the accounting industry as the first director of marketing for Crisp Hughes Evans LLP, which became Dixon Hughes in a 2004 merger. Since then, marketing programs under his leadership have helped drive significant firm growth while earning four AAM Marketing Achievement Awards.

Scott has served on the boards and led publicity efforts for community organizations such as Safe Harbor (shelter for domestic violence victims) and the Coca-Cola RiverPlace Arts Festival. He also was recognized as one of the “Best and Brightest Under 35” by *Greenville Magazine*. As a graduate of Clemson University, he received a Bachelor of Science degree in marketing management.

Moore received his award at the 20th Annual AAM Summit in Austin, Texas on June 4, 2009. The award is sponsored by *CPA Practice Management Forum*, the only independent newsletter focusing on exclusively on successful marketing strategies within CPA firms.

#

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.