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FOR IMMEDIATE RELEASE

Stacy Soefer Honored As Rookie of the Year

Gainer, Donnelly & Desroches' director of marketing & communications recognized for short-term success by Association for Accounting Marketing

Austin, Texas. – Stacy Soefer, director of marketing & communications for Gainer, Donnelly & Desroches LLP in Houston, Texas, was named Rookie of the Year by the Association for Accounting Marketing (AAM) for going the “extra mile” to contribute to the firm’s success within the first two years of her marketing role.

Soefer joined Gainer, Donnelly & Desroches LLP (GDD) in 2007 and oversees strategic marketing and business development in the Houston metropolitan area. Through Soefer’s vision, quality of collateral materials, Web site, recruiting materials and PR has improved significantly and has been recognized by peers in the accounting profession, as well as featured in the 2009 February/March issue of *Practical Accountant*.

In her short tenure, Soefer has executed the following: a firm brand refresh, an ad campaign (a 2008 AAM award winner), a Web site refresh, a recruiting brochure (a 2008 AAM award winner), launched a new blog, conceived a "Don't Mess With Taxes" recruiting postcard and launched a firm careers Web site. She has also been instrumental in getting the firm recognized in the press over 27 times within the last year. In addition, she has coordinated events such as the firm’s underwriting of "Darfur: Photojournalists Respond" at the Houston Holocaust Museum, GDD’s 60th Anniversary Party and the firm’s calendar launch party at the Houston Museum of Natural Science.

Soefer was honored at the 20th annual AAM Summit on June 4, 2009, in Austin, Texas.

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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.