



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 15<sup>th</sup> 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.

## **Hall of Fame Inductee**

**Karen Love**, director, practice growth at PKF Texas in Houston, Texas, was inducted into the AAM Hall of Fame. Love 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.

*AAM Summit 2009: Marketingpalooza*, the 20<sup>th</sup> annual conference for the association, took place from June 2 - 5, 2009, in Austin, Texas. For the more than 350 attendees, 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](http://www.accountingmarketing.org/conference.asp).

## **AAM-MAA Recipients**

### 1A: Logo Design

Under 15M Revenue – Delap LLP

Over 15M Revenue – Rea & Associates, Inc.

### 1B: Corporate Identity

Under 15M Revenue – Hansen, Jergenson, Nergaard & Co., LLP

Over 15M Revenue – Dixon Hughes PLLC

### 1C: Brochure/Printed Collateral

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Ireland San Filippo

### 2A: Print Newsletters

Under 15M Revenue – Cerini and Associates, LLP

Over 15M Revenue – Sax Macy Fromm and Co., PC

### 2B: Electronic Newsletters

Under 15M Revenue – MPP&W, P.C.

### 2C: Public Relations

Under 15M Revenue – Peterson Sullivan LLP

Over 15M Revenue – Frazier and Deeter

### 2D: Survey/Research

Under 15M Revenue – Cerini and Associates, LLP

Over 15M Revenue – Ireland San Filippo

### 2E: Internal Firm Programs

Under 15M Revenue – Barnes Dennig

Over 15M Revenue – Rea and Associates, Inc. & Frazier and Deeter (TIE)

### 2F: Website Design

Under 15M Revenue – Maloney + Novotny LLC

Over 15M Revenue – Dixon Hughes PLLC

2G: Multi-Media

Under 15M Revenue – MFA - Moody, Famiglietti and Andronico

Over 15M Revenue – WithumSmith+Brown, PC & Rea and Associates, Inc. (TIE)

2H: Celebratory Greeting Card

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Welch LLP

2I: Recruiting Campaign

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Perkins and Co.

3A: Sales Presentations/Proposals

Over 15M Revenue – UHY LLP

3B: Niche-Building Campaign

Under 15M Revenue – Goldstein Lewin & Co.

Over 15M Revenue – Brown Smith Wallace LLC

3C: Event Marketing, Trade Shows and Seminars

Under 15M Revenue – Peterson Sullivan LLP

Over 15M Revenue – Gainer, Donnelly and Desroches, LLP

3D: Single Mailing

Over 15M Revenue – SS&G Financial Services, Inc. & Grant Thornton (TIE)

3E: Campaign Mailing

Under 15M Revenue – Froehling Anderson

Over 15M Revenue – Rehmann

4A: Single Print

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Perkins and Co.

4B: Series Print

Under 15M Revenue – MPP&W, P.C.

Over 15M Revenue – Dixon Hughes PLLC

4C: Non-Print

Over 15M Revenue – GBQ Partners LLC

Best of Show

Over 15M Revenue – MPP&W, P.C. – Recruiting Campaign

Over 15M Revenue – Ireland San Filippo – Brochure/Printed Collateral

Special Recognition

Dixon Hughes PLLC – Campaign Excellence

###

*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.*