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FOR IMMEDIATE RELEASE

Mitchell Reno Wins Marketer of the Year at Association for Accounting Marketing Annual Summit

Kansas City, MO – June 15, 2006 – Mitchell Reno was honored as the 2006 Association for Accounting Marketing (AAM) Marketer of the Year at the 17th Annual AAM Summit in Denver, Colorado on June 15, 2006. Nominated by their peers, honorees are chosen by a panel of judges, themselves leaders in professional services marketing. The award is sponsored by *CPA Practice Management Forum*, the only independent newsletter focusing on exclusively on successful marketing strategies within CPA firms.

Mitchell Reno is the Director of Sales and Marketing at The Rehmann Group in Saginaw, Michigan. In 2005, The Rehmann Group's marketing and sales team delivered \$3.6 million in annuity sales through lead generation and opportunity management—a 44% increase over the prior year. The team has recorded double-digit sales increases each of the past four years. Reno has built his reputation for excellence in strategic marketing and planning, brand building, and managing marketing and sales. He is also a member of AAM's Education Committee and will serve as committee chair beginning July 2006.

"He has been able to integrate the marketing and sales function at the firm. No easy task. He has placed his efforts on what matters in a firm – the enhancement of the marketing and sales culture as the foundation, the creation of brand equity, the improvement of client satisfaction and finally identifying new opportunities and measuring his success by a very specific ROI," states the *CPA Practice Management Forum* award judging panel.

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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.