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AAM 2010-2011 Leadership Takes Over the Reins

D. Scott Moore leads accounting marketing group leadership

D. Scott Moore, director of marketing and business development at Dixon Hughes, PLLC, was recently elected 2010-2011 president of the Association for Accounting Marketing (AAM). He began his term July 1.

Other AAM officers include Marc Busny, managing director and chief marketing officer at CBIZ Tofias & Mayer Hoffman McCann P.C., who serves as president-elect; Erinn Keserica, director of marketing at Frazier & Deeter, who is vice president; Katie Tolin, marketing director at Rea & Associates, Inc., who serves as secretary; Kerry Sullivan-Lechner, marketing director at Anderson ZurMuehlen & Co. P.C., treasurer; and Julie Tucek, marketing director at Legacy Professionals LLP, who is the immediate past president.

AAM's officers are joined by eight elected board members-at-large who include: Raissa Evans, marketing manager at PKF Texas; Jack Kolmansberger, marketing director, Herbein + Company, Inc.; Kristen Lewis, senior marketing manager, Amper, Politziner & Mattia, LLP; Eric Majchrzak, marketing manager, Freed Maxick & Battaglia, CPAs, PC; Mitchell Reno, principal/chief marketing and sales officer, Rehmann; Laura Snyder, director of marketing, Porter Keadle Moore, LLP; Carrie Steffen, director of consulting, The Whetstone Group; and Dawn Wagenaar, principal, Ingenuity Marketing Group, LLC.

The AAM board of directors will guide the association through its various programs that assist accounting marketing professionals. Programs include meetings, webinars, and other educational events that provide assist marketing professionals in meeting the unique challenges of marketing professional accounting services. The association also assists its members by providing networking opportunities and benchmarking research data, as well as career development guidance.

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The Association for Accounting Marketing is the only association in the country formed specifically to provide accounting marketers with the tools for professional growth and success. The association's more than 800 members are comprised of marketing professionals, CPAs, 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. To learn more about AAM, please call 856-793-0806 or visit accountingmarketing.org.