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Neil Fauerbach Inducted Into the Association for Accounting Marketing Hall of Fame

Smith & Gesteland Partner and Director of Business Development & Marketing recognized for dedication to profession, industry

Washington, DC – Neil Fauerbach, Partner and Director of Business Development & Marketing at Smith & Gesteland in Middleton, Wisconsin, was inducted into the Association for Accounting Marketing (AAM) Hall of Fame. Fauerbach was selected by the Board of Directors for his dedication to, and promotion of, the accounting marketing profession and the accounting industry as a whole.

Fauerbach has worked primarily in professional services marketing including previous positions at regional accounting firm Virchow Krause & Company and architectural firm Flad & Associates. As a Partner and Director of Business Development & Marketing at Smith & Gesteland, Fauerbach uses his knowledge of the accounting industry, professional services marketing techniques, and familiarity with the Madison market to achieve firm goals. He has been involved in his industry through the Association for Accounting Marketing, where he served as Board President from 2007-2008.

Fauerbach was inducted into the Hall of Fame at the 21st Annual AAM Summit in Washington, DC on June 24, 2010.

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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.