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FOR IMMEDIATE RELEASE

**Association for Accounting Marketing Names New Leadership and Executive Director**  
*Professional association taps Julie Tucek to lead the 2009-2010 board*

**Mount Laurel, New Jersey** – The Association for Accounting Marketing (AAM) has announced its board of directors for the 2009/2010 term and named a new executive director. Some of the leading professional service marketers in North America have been called on to help guide the group's continued growth and professional development. Julie Tucek was elected 2009-2010 president and Pete Pomillo was named executive director.

**President - Julie Tucek**

Tucek is the marketing director for Legacy Professionals LLP, a regional certified public accounting firm headquartered in Chicago. She joined the firm in 1998. Prior to joining the firm, she was the first marketing director at Eggleston Smith, P.C., a regional CPA firm in southeastern Virginia (now Witt Mares). Tucek previously served on the AAM Board of Directors from 2001 through 2004 and is active in AAM's Chicago chapter. She has spoken at national and local conferences and has been published and quoted in numerous accounting trade publications including *CPA Marketing Report*, *Practical Accountant*, and the Illinois CPA Society's *INSIGHT Magazine*.

**President-Elect - D. Scott Moore**

Moore is the director of marketing and business development for Dixon Hughes PLLC, the largest accounting firm based in the Southeast. He has more than 14 years of marketing experience, leading the development of successful programs for companies ranging from small professional service firms to widely known brands such as Michelin. Moore entered the accounting industry five years ago as the first director of marketing for Crisp Hughes Evans LLP, which became Dixon Hughes in a 2004 merger. Since then, marketing programs under his leadership have helped drive significant firm growth while earning four AAM Marketing Achievement Awards and being named the 2009 Accounting Marketer of the Year.

**Vice President - Marc Busny**

Busny joined Tofias PC based in Cambridge, MA in 1996 and is a managing director, placing him in an elite group of professional services marketing executives. . Serving as his firm's chief marketing officer, Busny is a frequent speaker at AAM and CPA society meetings. He has been quoted in *Practical Accountant*, *Accounting Today*, *Web CPA*, *The Boston Business Journal*, *Worcester Telegram & Gazette*, and profiled by the *CPA Marketing Report*.

**Immediate Past President - Jamie Trayner**

Trayner is the director of marketing for The LBA Group in Jacksonville, Florida. She leads the firm's vision for

growth by directing the client service and marketing efforts for all three LBA affiliates: LBA Certified Public Accountants, LBA Healthcare Consulting Services and LBA Retirement Plan Services. Trayner has been a member of AAM since 1998 and has served on numerous committees, held several committee chair positions and has been a member of the board of directors since 2004.

**Secretary - Erinn Keserica**

As director of marketing for Frazier & Deeter in Atlanta, Georgia, Keserica brings more than 15 years experience in marketing, management, advertising and public relations. Prior to joining the firm, she worked for national marketing and advertising firms. Her experience covers strategic work in the areas of consumer packaged goods, retail, restaurant, healthcare, professional services, broadcast media, technology, travel and business to business.

**Treasurer - Kerry Sullivan-Lechner**

Sullivan-Lechner is the marketing director for Anderson ZurMuehlen in Helena, Montana. Grown from within the firm, Sullivan-Lechner has brought marketing to the forefront of operations during 14 years of service. She is actively involved as a member of the Association for Accounting Marketing serving as chair of the Membership Committee from 2004-2007. She serves as a mentor to staff and a role model for employees throughout the firm.

**Member-at-Large - Art Kuesel**

Kuesel is director of consulting services at PDI Global, Inc., in Chicago,. Previously director of marketing for Brown Smith Wallace LLC in St. Louis, and regional marketer for Wipfli in Milwaukee, Kuesel helps clients with all areas of marketing, business development and sales. As a marketing professional, Art has been published and quoted in *Practical Accountant*, *CPA Marketing Report*, *The Wisconsin CPA*, *Illinois CPA Society Practice Advantage News*, *Web CPA*, *The Journal of Tax Practice Management*, *PMNA Magazine*, and *CPA Practice Management Forum*. He has also given numerous presentations on CPA firm branding, client feedback and interviews, and marketing best practices. In addition to serving on the AAM board, he has also served as a conference chair and speaker for AAM and was involved in the leadership of the Wisconsin AAM Chapter.

**Member-at-Large - Eric Majchrzak**

Majchrzak is the marketing manager at Freed Maxick & Battaglia, CPAs, a Top 100 firm in the U.S., based in Buffalo, NY. He was honored nationally as AAM's "2006 Rookie Marketer of the Year" and served as co-chairman of AAM's website committee from 2007-2009. He joined his firm in 2003 with 18 years of experience. Majchrzak was published on the topic of SEO in CCH's *CPA Practice Management Form* and has been profiled in several other media outlets and industry trades. He started his career in broadcast media sales, where he worked for ABC Radio, Clear Channel Radio and Infinity Broadcasting. He later joined a subsidiary of FleetBoston Financial, where he was responsible for implementing national marketing efforts, web-related initiatives and national events.

**Member-at-Large - Katie Tolin**

As the marketing director for Rea & Associates, Inc., a regional firm with 11 Ohio locations, Tolin leads a team that is responsible for the marketing, business development and public relations of the firm. Prior to joining Rea in 2003, she spent five years as a single-person marketing department at a local law firm. In addition to serving on the AAM board, she previously served as chairperson of the AAM Communications committee and continues to serve as that committee's liaison to the board. In addition, she is chair of the marketing committee of Moore Stephens North America where she has also served on various conference planning committees.

**Member-at-Large - Mitchell Reno**

Reno is chief marketing and sales officer for The Rehmann Group and has offices in Saginaw and Troy, Michigan. He brings more than 18 years of strategic planning, marketing, sales management, advertising, public relations, special event and communications experience with him to his role as chief marketing and sales officer. His career includes stints as a sales manager, magazine editor, marketing and advertising manager at Amigo Mobility International, Inc., a manufacturer and international distributor of home health care equipment and manager of corporate communications. In June of 2006, Mitch was named Accounting Marketer of the Year by the CPA Practice Management Forum and the Association for Accounting Marketing. In addition, his teams have been recognized with more than a dozen national awards for marketing, branding and promotional programming. In addition to serving as an AAM board member, Mitch previously chaired AAM's Education committee.

**Member-at-Large - Michelle Class**

As marketing director at Barnes Dennig & Co., Ltd. in Cincinnati, Ohio, Class is responsible for determining the marketing initiatives and strategies Barnes Dennig develops to market their full menu of services to existing and new clients. An active member of the Association for Accounting Marketing, Michelle served as a member of the newsletter committee and has co-edited several editions of the award-winning newsletter, *Marketrends*. Additionally, in 2005, Michelle was named AAM Volunteer of the Year.

**Member-at-Large - Laura Snyder**

Snyder serves as director of marketing at Porter Keadle Moore, LLP. She is a member of the PKF NAN SuperMarketer Task Force, which is responsible for developing marketing program for the association's 90+ member firms. Experienced in both corporate and agency settings, Laura has assisted companies with marketing communications activities for 15 years. She is active in the Association for Accounting Marketing, serving as the past chair of the Marketing Achievement Awards committee, the current co-chair of the Conference committee, and as a board member of the Atlanta chapter.

**Member-at-Large - Raissa Evans**

Raissa Evans is the senior manager in the practice growth department at PKF Texas, where she has been since 2003. With a background in technology, she brings non-traditional business acumen to the team as co-founder of the AAM Houston chapter; she has worked diligently to promote the organization in the Houston marketplace. Supporting AAM at the national level, she has served as a Chapter Development committee member and now as the second national board member from PKF Texas, following Karen Love.

**Member-at-Large - Alan Vitberg**

Vitberg is the director of marketing for The Bonadio Group. He has ten years of strategic planning, marketing, sales and marketing communications experience in professional services, combined with more than ten years of advertising agency experience. Vitberg has been a finalist for the prestigious American Marketing Association Marketer of the Year Award; he is a two time winner of the *Practical Accountant* Practice Innovation Award; and is a past recipient of the Marketer of the Year award from Moore Stephens North America.

**Executive Director - Pete Pomilio**

Pete Pomilio, MBA, has been named as the executive director for the Association for Accounting Marketing (AAM). He has been employed by Association Headquarters as an executive director for five years. In his role as executive director, Pete works with the AAM board to oversee all of the business aspects of the association. This includes strategic planning, assisting with decision making, financial planning and forecasting, project management, marketing, sponsorship relations, committee support and management of daily operations.

For additional information on the board of directors or the organization, contact AAM headquarters at 856-380-6850 or e-mail [info@accountingmarketing.org](mailto:info@accountingmarketing.org).

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