

## Nominations Open for 2012 Marketer of the Year Award

*CPA Practice Management Forum* is proud to sponsor the 2012 Accounting Firm Marketer of the Year (MOY) Award. Submit your nomination by **January 13, 2012**. Self-nominations are accepted.

To nominate yourself or another marketer, e-mail [marsha.leest@wolterskluwer.com](mailto:marsha.leest@wolterskluwer.com) and include:

- the *nominator's* name, title, firm name, phone number and e-mail address;
- the *nominee's* name, title, firm name, phone number and e-mail address; and
- the phrase "Marketer of the Year Award" in the subject of the e-mail.

Both nominator and nominee will receive applications after the **January 13** nomination deadline. These applications must be filled out by both individuals for the nominee to be eligible, unless he or she is self-nominated. The deadline for completing applications is **February 17, 2012**.

The Marketer of the Year Award will be presented at the **Association for Accounting Marketing's 2012 Summit**, which will be held **June 10-13** in Las Vegas, Nevada.

Nominees must have held a senior-level marketing position in public accounting for at least three years, although not necessarily at the same firm. Criteria for selection focus on leadership and impact rather than on conceptual or theoretical work. Strong candidates will have made a major contribution to their firm by:

- strengthening an existing marketing program;
- creating/introducing a new marketing program; or
- significantly increasing a firm's marketing orientation.

Please call **Marsha Leest** at **845.369.3224** with questions about the MOY award. For information about the Association for Accounting Marketing and its annual summit, call AAM at 856.439.0500 or visit [www.accountingmarketing.org](http://www.accountingmarketing.org).