

# NEW ACCOUNTANT<sup>®</sup>

## RSM McGladrey launches new blogs – encourages virtual conversation

RSM McGladrey, one of the nation's leading accounting, tax and business consulting firms, announced today that it has created two new opportunities for ongoing conversation and engagement with clients and prospects: [The RSM McGladrey Manufacturing and Wholesale Distribution \(MWD\) National Survey Blog](#) and [The McGladrey Golf Blog](#).

"The expansive growth of social media channels leaves no doubt about their relevance in today's world," said Patty Blackburn, senior vice president, Corporate Communications & Brand for RSM McGladrey. "We are taking advantage of the many social media communications channels to connect with clients and deliver the information they need when they need it – in a manner that is convenient to them. The MWD Blog and The McGladrey Golf Blog are two examples of our expanding online presence."

RSM McGladrey has been posting tweets on Twitter.com (McGladreyPRNews), and established a presence on YouTube ([McGladreyNews](#)) to help share results from the firm's fourth annual Manufacturing and Wholesale Distribution Survey. In addition, the firm's recruiting team uses Facebook, YouTube, Twitter and LinkedIn to connect with potential employees.

The firm established The MWD Blog to promote its annual survey, which compiles the unique perspectives of nearly 1,000 executives from growing companies across the country each year. "The goal of our MWD Blog is to engage those interested in continuing conversations about critical issues and trends which are impacting the industry on an ongoing basis," said Tom Murphy, executive vice president manufacturing and wholesale distribution for RSM McGladrey, and author of The MWD Blog. "By learning from one another, we enhance our collective ability to plan for and respond to consumer needs."

The McGladrey Golf Blog will engage golfers, philanthropists, clients, prospects and employees in conversations about [The McGladrey Team Championship](#), which is The PGA of America's only nationwide amateur best-ball competition. The Team Championship and other topics related to the game of golf will be discussed there, as will Special Olympics, the official charity of The McGladrey Team Championship. Team McGladrey members and professional golfers Zach Johnson, Chris DiMarco and Natalie Gulbis will also be featured on the new blog.

"With both blogs, we hope to build a community of like-minded people interested in sharing ideas and learning from one another," said Blackburn.

### **About RSM McGladrey**

*RSM McGladrey is a leading professional services firm providing accounting, tax and business consulting. RSM McGladrey operates in an alternative practice structure with McGladrey & Pullen LLP, a partner-owned CPA firm that delivers audit and attest services. Through separate and independent legal entities, they work together to serve clients' business needs. Together, the companies rank as the fifth largest U.S. provider of accounting, tax and business consulting services (source: Accounting Today), with 8,000 professionals and associates in nearly 100 offices. RSM McGladrey and McGladrey & Pullen LLP are member firms of RSM International, an affiliation of independent accounting and consulting firms. RSM McGladrey is the official accounting, tax and business consulting firm of The PGA of America.*