

NEW ACCOUNTANT[®]

Weaver and Tidwell's Rene' Stranghoner Named 2008 Marketer of the Year By Association for Accounting Marketing

(June 2008) – Rene' Stranghoner, director of Practice Growth for Weaver and Tidwell,



L.L.P., has been named the Marketer of the Year by the Association for Accounting Marketing (AAM). With offices in Dallas, Fort Worth and Houston, Weaver and Tidwell is ranked by *Practical Accountant* magazine as the Southwest's largest regional independent accounting firm.

The AAM Marketer of the Year award, considered to be the top honor, was presented to Stranghoner during the 19th Annual AAM Conference held last week in San Diego, Calif. Initially Stranghoner's peers nominated her for this distinguished title and then, a panel of judges, made up of leaders in professional services marketing, selected Stranghoner as the recipient of this award.

“To say that we are proud of Rene' is an understatement,” said W.M. “Mack” Lawhon, Weaver and Tidwell's managing partner. “She understands the public accounting industry and how our business model works. Our partners, who actively seek Rene's input and advice, highly regard and respect her as a fellow strategist. Rene' is more than a marketing director. She's a business woman who directs the practice growth program for our firm. She lives the firm's culture and is a great example of delivering our brand promise: A Better Experience.”

As the director of Practice Growth at Weaver and Tidwell, Stranghoner develops and executes comprehensive marketing and business development strategies that align with the firm's long-term goals. She also drives the growth of the business by building the firm's brand.

“My personal mission as a marketer is to help the firm understand, embrace and live a marketing culture,” said Stranghoner. “This requires long-term vision, perseverance and patience. It also happens in incremental steps. I measure my personal success by the level of trust, enthusiasm and commitment the firm shows for marketing.”

Stranghoner's experience includes 12 years in marketing and business development, primarily in the professional services arena. She joined Weaver and Tidwell in 2003

where she manages business development efforts, lead generation programs, marketing communications, marketing and business development strategy and service line management. Prior to joining the firm, she was the corporate strategic communications manager at a national architecture and engineering company, and before that worked as the international marketing manager for a global engineering firm.

At the conference, AAM recognized accounting firms and associated marketers for their outstanding achievements this past year in the area of accounting marketing and communications. Judges, including professionals in the advertising, public relations, professional services and marketing fields, evaluated almost 250 projects this year, from which 40 Marketing Achievement Awards were given. Other individual awards presented include the Volunteer of the Year and Rookie of the Year, as well as two honorees were inducted into the AAM Hall of Fame. Weaver and Tidwell has received numerous AAM Marketing Achievement Awards during the past five years.

More than 500 accounting marketing professionals attended the conference to gather tools, ideas and strategies to help them excel in their careers and increase the profitability of their firms. This is one of the only conferences devoted entirely to accounting firm marketing, planned by accounting marketing industry peers.

AAM is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The members are comprised of marketing professionals, CPAs and 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.

Founded in 1950, Weaver and Tidwell L.L.P. currently employs approximately 300 employees, including 225 accountants and consultants. With offices in Dallas, Fort Worth and Houston, Weaver and Tidwell is ranked the largest independent certified public accounting firm in the Southwest by Practical Accountant magazine.

The firm represents a broad range of clients including large national and international corporations, publicly and privately held businesses, nonprofit organizations, and government entities. In addition to the firm's audit, accounting and tax services, its accountants and consultants practice in the areas of business valuation; estate planning/wealth transfer; forensic accounting; information technology; international services; property tax; risk advisory services; and state and local tax. It also performs peer reviews for other accounting firms.

To meet the growing needs of its clients in the areas of employee benefits and financial planning, the firm has two affiliate firms: Retirement Plan Concepts and Weaver and Tidwell Financial Advisors, Ltd.

Learn more at www.weaverandtidwell.com.