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## **FOR IMMEDIATE RELEASE**

### **Molinar, Guillemette Inducted Into Association for Accounting Marketing Hall of Fame**

Kansas City, MO—July 12, 2004— Russ Molinar, Director of Marketing & Practice Development for Plante Moran, Cleveland, Ohio and Melinda Guillemette, former Marketing Director for REDW Business & Financial Resources, Albuquerque, New Mexico, and now a consultant to the accounting industry, were inducted into the Association for Accounting Marketing (AAM) “Hall of Fame” at the 15<sup>th</sup> annual AAM conference in Las Vegas, Nevada on June 10, 2004.

Molinar has been active in marketing, sales and consulting for 18 years, including the past 12 years in professional services marketing and practice development. Before joining Plante & Moran in 2003, he spent one year as the National Director of Business Development for PDI Global, Inc., over seven years with Ernst & Young LLP in various sales and marketing roles, and three years as the first marketing director for SMR & Co., the founding member firm of Century Business Services (CBIZ). In addition, he has been active in the accounting marketing profession, serving on the Editorial Advisory Board for *CPA Marketing Report*, and as the past president for the Association for Accounting Marketing (AAM).

With Plante & Moran, Molinar leads and manages the marketing and practice development efforts for the 11th largest accounting and consulting firm in the U.S. During his time with PDI Global, Molinar provided marketing and sales training and consulting to a number of Top 100 accounting firms. As a Director with Ernst & Young, Molinar served in various roles, including Area Director of Marketing, Sales Executive, Sales Manager, and Functional Sales Leader.

Prior to joining Ernst & Young, he was the first Marketing Director for Skoda, Minotti, Reeves & Co. (SMR & Co.), a large local firm in Cleveland, Ohio. He was responsible for overall marketing and communications (including newsletter program, collateral materials, branding, client satisfaction surveys, etc.), business development, sales training and coaching for partners and staff, and client consulting.

Active in the profession, he currently serves as the Co-Chairperson for the AAM Education Committee, and has chaired a number of AAM committees and task forces since 1992.

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Since 2002, Guillemette has been applying the skills she learned as the marketing director at one of the Southwest's largest public accounting firms to help lawyers, accountants, and other professionals get more clients and get more work from current clients. For over 11 years, she was part of the growth and success at REDW Business & Financial Resources. Over that time, the firm grew from \$700,000 annually to \$11 million, from 12 employees to 110 by instituting planned, results-oriented marketing strategies and tactics. Guillemette guided the internal and external marketing effort through two mergers and one acquisition.

Her specialties are: coaching individuals, developing individual and firm marketing plans, creating step-by-step approaches to implementing those plans, and working with partners to determine appropriate market niches and strategies. She also has significant experience in proposal strategy and writing, and collateral materials development.

Speaking, facilitation and training are Guillemette's passions. Part comedian, part teacher and part group therapist, she has addressed the conference for the Association for Accounting Marketing, the Hudson Sawyer Law Firm Services Group, the New Mexico Chapter of the Association of Legal Administrators, Polaris International Group of Accounting Firms, and many law and accounting firms.

"What an honor to recognize these two individuals," said Sally Glick, 2004-2005 President of AAM. "We owe them a debt of gratitude for all they have done to promote the accounting marketing profession and the accounting industry as a whole."

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*The Association of Accounting Marketing 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.*

*For information about the 2005 AAM Marketing Summit in Orlando, Florida or to receive press credentials and a schedule of events, contact Granville Loar at 816.221.1296, or [granville@accountingmarketing.org](mailto:granville@accountingmarketing.org). More information on the Association for Accounting Marketing can be found at [www.accountingmarketing.org](http://www.accountingmarketing.org).*