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René Stranghoner Honored As Rookie of the Year at Association for Accounting Marketing Annual Conference

Kansas City, MO – June 24, 2005 – **René Stranghoner** was honored as the 2005 Association for Accounting Marketing (AAM) Rookie of the Year at the 16th Annual AAM conference in Orlando, Florida on June 9, 2005. Stranghoner was honored for the “extra mile” she has gone in contributing to the success of her firm in the first two years of her marketing role.

Stranghoner joined Weaver and Tidwell in June of 2003 and serves as the Director of Practice Growth for the firm. She is responsible for managing business development efforts, lead generation programs, marketing communications, marketing and business development strategy and service line management.

Prior to joining Weaver and Tidwell, René worked as a corporate strategic communications manager at a national architecture and engineering firm and also served as an international marketing manager at a global engineering firm. Overall, René has ten years of experience in marketing and business development, most of which is in the professional services arena.

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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 500 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.