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**Stacy Soefer Receives Rookie Marketer of the Year Award
from Association for Accounting Marketing**

DIRECTOR OF MARKETING & COMMUNICATIONS TAKES HOME PRESTIGIOUS HONOR



Houston, Tx.—June 15, 2009—Stacy Soefer, director of marketing and communications at Gainer Donnelly & Desroches, LLP (GD&D), was honored June 4 by the Association for Accounting Marketing (AAM) as 2009 Rookie Marketer of the Year. First granted in 2005, the award recognizes exceptional accounting marketing professionals with fewer than two years of industry experience for demonstrating outstanding service and initiative in their roles. Benjamin Plantan, marketing manager for New Jersey-based J.H. Cohn, and the 2008 award recipient, presented Soefer’s award last week at AAM’s 20th annual summit in Austin, Texas.

Securing her position as an accounting-marketing industry leader, Soefer was nominated by her firm’s management and external business associates for her dramatic contributions to the success of GD&D in the short period she has been employed with the firm. Creating campaigns and events that generated above-average results, her work turns heads in both the accounting profession and in the Houston metropolitan area.

“Since she came on board like a hurricane in 2007, Stacy has blown us away with her passion, creativity, and single-minded purpose for establishing a strong identity for GD&D,” said partner Teresa Snow. “She quickly put us on the map by refreshing and unifying our brand. Part of this was getting us face-to-face with our team members, our clients, and others in the community as often as possible. Her events are amazing and they make clients and employees, alike, proud to be associated with our firm.”

Soefer’s recognition among her accounting marketing peers began at AAM’s 2008 Summit where she received two AAM Marketing Achievement Awards: one for the firm’s recruiting brochure and another for “best ad series.” A third AAM Marketing Achievement Award was bestowed last week for GD&D in the category “event marketing, tradeshow and seminars.”

While awards and recognition are nice, results are what drive Soefer’s strategies: “I like to implement creative ideas that are sure to get us the results we seek. Being creative just for

creativity's sake is not my goal. While it's exciting to do the unexpected, the most important thing is to be in touch with the needs of each audience and thoroughly understand what will inspire them to take action."

Accordingly, in 2008, Soefer launched an interactive careers micro-website highlighting the unique personalities in the firm and a direct-mail campaign to generate website traffic. Naturally, some resistance to the site occurred and she stood her ground. Upon its launch, the non-conservative, fun website led to a 500% increase in job applications.

Comments from those who nominated Soefer include:

- "Stacy takes accounting marketing to an entirely new level bringing a dimension to profession services marketing that CPA firms have needed for a very long time."
- "She is able to hold her own in a group of marketers ten times as seasoned in the professional services industry."
- "Whatever Stacy endeavors to do, she does with excellence."
- "I cannot say enough good things about this red-headed ball of energy. I can't help but be drawn to her vivid imagination and enthusiasm for marketing GD&D and the people who work there."
- "Stacy doesn't just get involved; she is absolutely committed!"

With a background in public relations and fundraising, Soefer was instrumental in GD&D receiving recognition in the press 27 times last year. She secured the firm as official judges of the International Federation of Competitive Eaters' inaugural Matzoh Ball Eating Championship; aligned the firm with the Holocaust Museum Houston (HMH) by underwriting the "Darfur: Photojournalists Respond" exhibit; generated buzz for the firm's own esteemed photographer, Sam Gainer, at the Houston Museum of Natural Science; and threw a blazing hot 60th Anniversary party for GD&D in appreciation of the firm's clients and team members.

About Gainer, Donnelly & Desroches, LLP: The oldest certified public accounting firm in the Houston area, Gainer, Donnelly & Desroches, LLP provides highly personalized and comprehensive tax, audit, and business consulting services to privately held businesses and individuals. With a concentration in construction, energy, healthcare, manufacturing, and real estate markets, GD&D serves a diverse clientele from multinational corporations with gross revenues in excess of \$1 billion to small business owners and individuals. www.gddcpa.com

About The Association for Accounting Marketing: AAM is the only association specifically addressing the marketing needs of public accounting firms. Members comprise more than 850 marketing professionals, CPAs, consultants, vendors, educators, and students who seek to expand the business of public accounting. AAM, started in 1989, provides members with information, resources, and market intelligence needed to excel and grow in their careers. www.accountingmarketing.org

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