

Deanna Blaise, Brown Armstrong Recognized for Excellence With AAM Marketing Achievement Awards

September 16, 2005

BAKERSFIELD, CALIFORNIA – Brown Armstrong CPAs, ranked by *Public Accounting Report* as the 99th fastest growing accounting firms in the nation, has been recognized for marketing excellence by the Association of Accounting Marketing (AAM). The firm has offices in Bakersfield and Shafter.

At the organization's annual conference in June, the local accounting firm received a Marketing Achievement Award in one category of competition – "Sales Presentation" Deanna Blaise, director of marketing for Brown Armstrong, accepted the award.

Blaise, who joined Brown Armstrong in 1994, has 15 years of experience in marketing and business development. She was honored to accept the award for going the "extra mile" to ensure the success of her firm where she is responsible for managing business development efforts, lead generation programs, marketing communications, marketing and business development strategy. Prior to joining Brown Armstrong, Blaise worked as a business development manager at San Joaquin Bank.

In a year with a record-breaking number of entries, Brown Armstrong won an AAM award in the popular category, "Sales Presentation." The firm's entry is a 29-page proposal written for a county employee retirement organization. It features eye-catching, colorful images, straightforward copy, and a clean, easy to follow layout. Its purpose is to educate the prospect about Brown Armstrong's approach to performing the audit engagement and the experience the firm brings to bear on clients' businesses.

The Association for 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. The association has over 600 members representing firms of all sizes.

Founded in 1974, Brown Armstrong represents a broad range of clients including 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 risk assessment and Sarbanes-Oxley solutions, state and local tax, estate planning/wealth transfer, and information technology. It also performs peer reviews for other accounting firms.

