
Synergy: The Minnesota Society of CPAs supports local Association for Accounting Marketing chapter

by Wendy Nemitz

The Association for Accounting Marketing (AAM) is one group that is helped by their relationship with the Minnesota Society of CPAs. Founded just a few years ago, the Minnesota Chapter of AAM now has members from nearly all of the top 25 accounting firms in the state and from several smaller firms as well. Most of the members are marketing professionals in accounting firms, consultants to firms, or firm partners who have marketing responsibilities. All of them regularly work in CPA firms.

"We offer them free meeting space, which provides a regular location and meeting time," said Daphne Siegert, director of communications for the MNCPA. "We know that the quality and competitiveness of our members is supported by affiliation organizations like AAM so we keep them close to us. We want them to succeed so that our members succeed."

Dawn Wagenaar of Ingenuity Marketing Group, Laura Boyd of Froehling Anderson and Janet Maddalena of Virchow Krause worked with Siegert in creating a local accounting marketers group. The MNCPA is known for its strategic thinking so it was a perfect match as they were able to start the local AAM chapter immediately.

According to the AAM website, there are 10 chapters around the country. Only three of the chapters meet regularly at their state society.

"I have talked with other people who have started or are starting a chapter, and they really struggle if the local CPA Society is not strongly behind them. Then it just depends on one firm and doesn't work as well," said Wagenaar, a member of the AAM Chapter growth committee. "The facilities are a great help and their communication team works closely with us. They ask us to get volunteers for various outreach activities, to find writers or to write for their magazine, and work with us closely on several issues. We have created some real synergy. I would say their support is one of the most important factors in our success."

"We've also demonstrated to our members that this initiative is supported by the industry we serve," says Janet Maddalena, current President of the Minnesota AAM Chapter, "which lends itself to increased growth for the chapter."

So far the relationship has helped both groups. Regular CPA members see their marketing people at the Society and marketing people understand the importance of the MNCPA in promoting the whole CPA profession.

Marketing is a regular part of nearly every CPA firm and marketers change jobs more often if they feel too isolated.

"Marketing people tend to be communicators and change agents. They seem to understand what the Society is trying to accomplish," said Siegert. "Besides, as director of communications, I can relate to the marketers. They are fun to be around."

Wendy Nemitz is a partner with Ingenuity Marketing Group LLC and can be emailed at wendy@ingenuitymarketing.com

Upcoming AAM Meetings

September 13

"Revenue Focused Leadership"

Speaker: David Freeman, Whetsone Consulting, LLC

October 11

"Great Growth Ideas"

Speaker: Marketing Panel from Local CPA Firms

November 8

"Creating a Marketing and/or Sales Culture"

Speaker: Jean Marie Caragher, Capstone Marketing

December 13

"CRM: A Real Life Case Study"

Speaker: Steven Stoup, Fidelity Bank

Meetings are held at the MNCPA from 8:30 -10 a.m.

For more information or to sign up, contact:

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