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for Accounting Marketing (AAM) have partnered to bring the practice growth arena's major players together for a new five-part webinar series.

Sep. 20, 2016

Growing an accounting practice is no easy feat, that's why the American Institute of Certified Public Accountants (AICPA) and the Association for Accounting Marketing (AAM) have partnered to bring the practice growth arena's major players together for a new five-part webinar series which kicks off on Sept. 21, 2016. If you are a CPA who is focused on Growing Your Practice, this series will give you the insight you need to succeed, as well as CPE credit.

"If you've been tasked with generating sustained, measurable growth, these educational sessions are for you," said Lauren Clemmer, Executive Director of AAM. Recently named one of 2016's Top 100 Most Influential People in Accounting, Clemmer will moderate all five sessions of the webinar series while facilitating meaningful dialogue between presenters and participants. "We are so grateful for the opportunity to work hand-in-hand with the AICPA to make this valuable resource available to CPAs everywhere; I look forward to more collaboration between our organizations in the future."

Developed by AAM for the AICPA, Growing Your Practice webinar series will feature a number of highly skilled practice growth professionals. Featured presenters are committed to helping participants develop an understanding of proven growth models, solid sales and marketing strategies and best practices from industry professionals who have implemented a successful growth infrastructure in their own firms.

The webcasts will cover the following topics:

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Officer, Cohn Reznick

- Lori Colvin, Partner & Chief Marketing Officer, Armanino LLP

**Sept. 28, 2016 – Clarifying the Viability of Business Development Pros in Your Firm**

If you have ever wondered whether your firm should hire a sales and/or business development professional and whether or not you would be able to maximize on that investment, this webinar will make your decision a little bit easier. Attendees can expect to take a closer look at the business development professional role and will leave with a checklist that identifies what to consider when setting up sales professionals in your firm. Presenters include:

- Jason Jobgen, Strategic Alliances, BKD LLP
- Russ Molinar, Director, Global Markets, Ernst & Young LLP

**Oct. 19, 2016 – Exploring Compensation Programs for Professional Sales Teams**

Have you ever wondered how your firm can achieve a balanced structure of base salary, commissions and other perks to effectively motivate, reward and drive firm objectives? Are you looking for the most common approaches to compensating sales people? Attendees of this session will explore various compensation models for professional sales teams while identifying the most common approaches for compensation. Presenters include:

- Mitch Reno, Principal, Director of Client Experience, Rehmann
- Jason Delles, Director of Sales, Moss Adams

**Nov 9, 2016 – Building Growth Leadership Skills**

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Nov. 30, 2018 – [Leveraging the Marketing Function Properly](#)

Understanding how to manage the marketing and sales functions within a firm can shift your top and bottom lines. This session will provide attendees with a solid overview on “success factors” to help growth leaders maximize their investment in the marketing function. Register for this session if you want to learn how to manage marketing and sales, and how to best leverage your firm’s marketing function.

Presenters include:

- Karen Love, Director of Practice Growth, PKF Texas CPAs & Business Advisors
- Michelle Golden, Principal, K-Coe Isom

Visit the [AICPA Store](#) to register for the webinar series or for additional information. The regular price to attend all five sessions of the AICPA-AAM Growing Your Practice Webcast Series is \$259; AICPA members can attend the webinar for \$229. You may attend individual sessions as well. The cost to attend a single session is \$69; AICPA members can attend for \$59. All webinars will begin at 2 p.m. ET on the day of the series and will conclude at 3:10 p.m.

Firm Management

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