Our next inductee stands in a class by themselves - an innovator who has never hesitated to give back along the way. A former AAM committee member and board member, this person continues to contribute as an invaluable advisor and task force member. A member of the committee that helped rebrand AAM, this person has helped with the development of the new website, blog and our nascent SEO efforts. This person mentors many young AAM members and is always open to a phone call from anyone to learn more from him.

And there is so much to learn. This person pretty much created the concept of accounting firms using social media as a valid and fruitful marketing tactic. Through their efforts, they pulled our industry (which was basically kicking and screaming at the start) into the brave new social media world. They demonstrated that there was measurable ROI to be found, and through a campaign of writing, speaking, training, and mentoring others,
proved that not only was their firm finding success with it - others could too. We ALL owe him tremendously for this. He is a role model, who is generous with his time and talents. That giving nature and commitment to innovating marketing practices really set this person apart.

You won't find many marketers as accomplished as this inductee. In the AAM-verse (yes, that's a thing now), he has been racking up honors left and right - Marketer of the Year, Rookie of the Year, enough AAM-MMs to sink a battleship. After building nationally recognized marketing teams at two different accounting firms, he's become a shareholder at his current firm, and has blazed a trail for others with a path to partnership. Named to Accounting Today's Most Influential list, he has frankly led our profession and our industry to a better place. And his work continues...

Did we mention his volunteer work as an Advisory Council Member for the ASU Lodestar Center for Philanthropy and Nonprofit Innovation? Or his work as an influential Advisory Board Member for Checkpoint Marketing? No. We didn't. Frankly, singing all of this person's praises would take us far longer than we have here today, but you get the gist - he's basically AMAZING.

Please help me welcome our second inductee - from BeachFleischman - Eric Majchrzak! Thank you, Eric! And thank you all for being a part of this special presentation. Have a great rest of the conference!