



## **FIRM WINS TWO NATIONAL AWARDS**

Release: June 27, 2011

For the second consecutive year Whalen & Company, CPAs has won two national awards in recognition of the firm's focus on providing "Five-Star" service to clients and for the quality of the firm's staff.

Enterprise Worldwide (EW) presented the awards to the firm's partners at its annual convention in June. The firm is a member of the organization, an alliance of independent accounting firms from throughout the United States and other nations.

The firm won in the categories of Top Marketing Initiative and Top Director of First Impressions. The former category honors the most creative and productive marketing initiative or campaign.

Tracy Ceritelli was recognized as the Top Director of First Impressions. EW's award honors an individual who is an integral team member and excels at creating a Five-Star client service experience for everyone he or she comes into contact with. Nominees must also demonstrate that they have represented their firm and its Five-Star client service culture in everything they do.

Ceritelli has been employed with the firm for three years. She serves as receptionist, coordinates calendars for staff members and serves as a partner's administrative assistant. She also assists in marketing activities and special events and updates client contact information and the announcements displayed in the office's lobby. She also is the firm's chief cookie chef, a new responsibility this year.

The top marketing honor was awarded for a 10-week campaign to support the firm's team members and their work from February through mid-April while reinforcing the importance of Five-Star client service, excellence and teamwork. The project, called "50 Ways to Serve Our Clients," highlighted specific examples of staff demonstrating ways they build relationships with clients and provide outstanding client service.

"We are extremely gratified to have been selected a second time for national awards, especially when competing for the honors with so many outstanding CPA firms across the country and internationally," Partner Laura Wojciechowski said. "Our firm focuses on providing exceptional service to our clients and hiring and retaining quality personnel. These awards recognize our efforts."

### **About Whalen & Company**

Whalen & Company, CPAs and Consultants is a full-service CPA firm in Columbus, Ohio (suburban Worthington), providing tax advice for individuals and tax planning, accounting, audit, valuation and business consulting services for middle-market business clients. The firm's staff members have both technical skills and industry-specific knowledge that enable us to focus on the success of our clients. Our expertise includes restaurants and other hospitality businesses, manufacturing, education and other nonprofit organizations, retail and distribution, real estate, and nursing homes and other health-related businesses.