



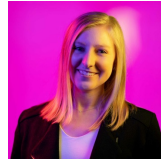
## Embracing Digital Tools for Outreach & Development



Tony Pearman  
President and CEO



Dontrese Brown  
EVP of Strategic Partnerships  
and Community Engagement



Robyn Overstreet  
Director of Client Relations

The banner features a background of silhouettes of people in a cityscape. On the left is the yhb CPAs & Consultants logo. On the right is the ACCESSU logo, which consists of a stylized 'A' symbol followed by the word 'ACCESSU'. In the bottom right corner, there are two red circles and a stylized 'A' symbol, with the number '12' below them.

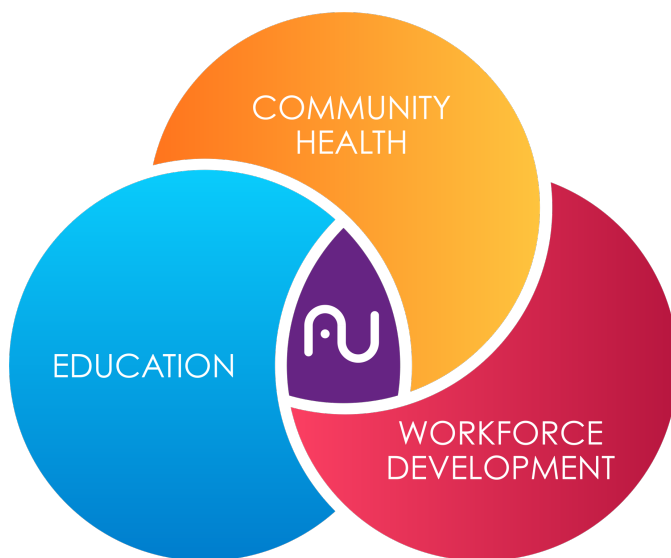
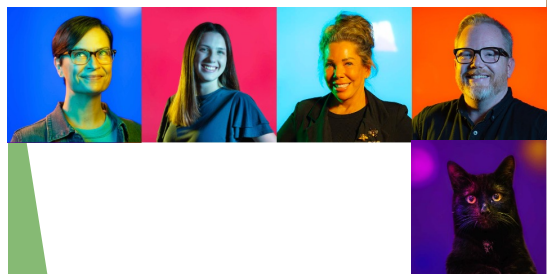
### Tools and Trends for Marketing Success

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12



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Helping our clients live *their* mission.



15



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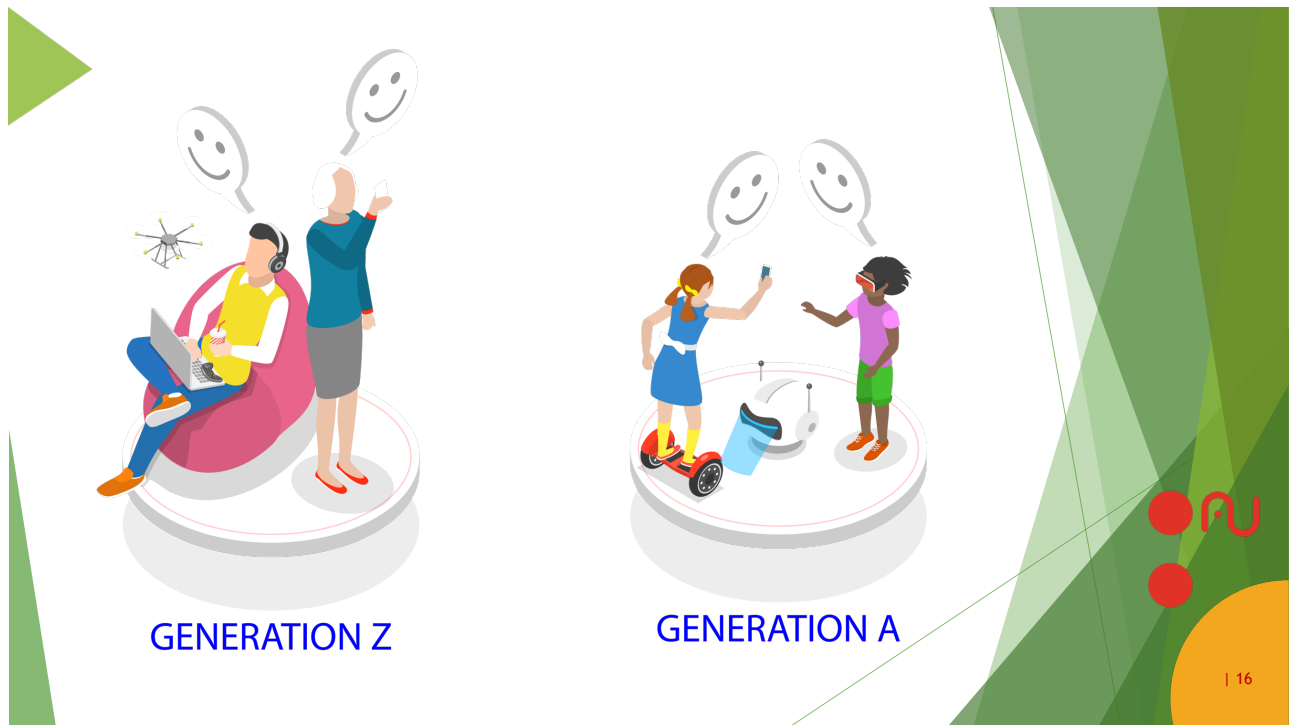
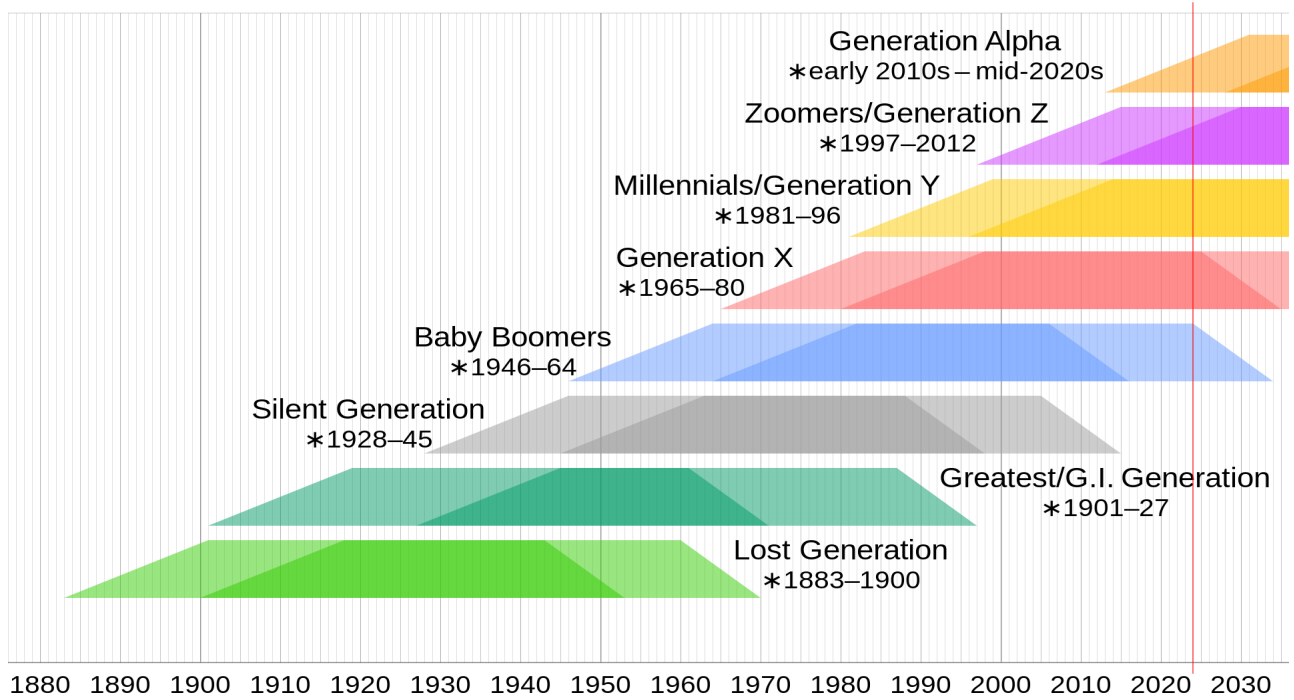
**Linked** 



A large circular data visualization on a dark blue background. It features concentric rings of dots in shades of blue and green, with radial lines extending from the center to the outer edge. The outer edge is marked with numerical values from 100 to 360 in increments of 30. The text "THE POWER OF PERSONAS" is centered in white, uppercase letters.

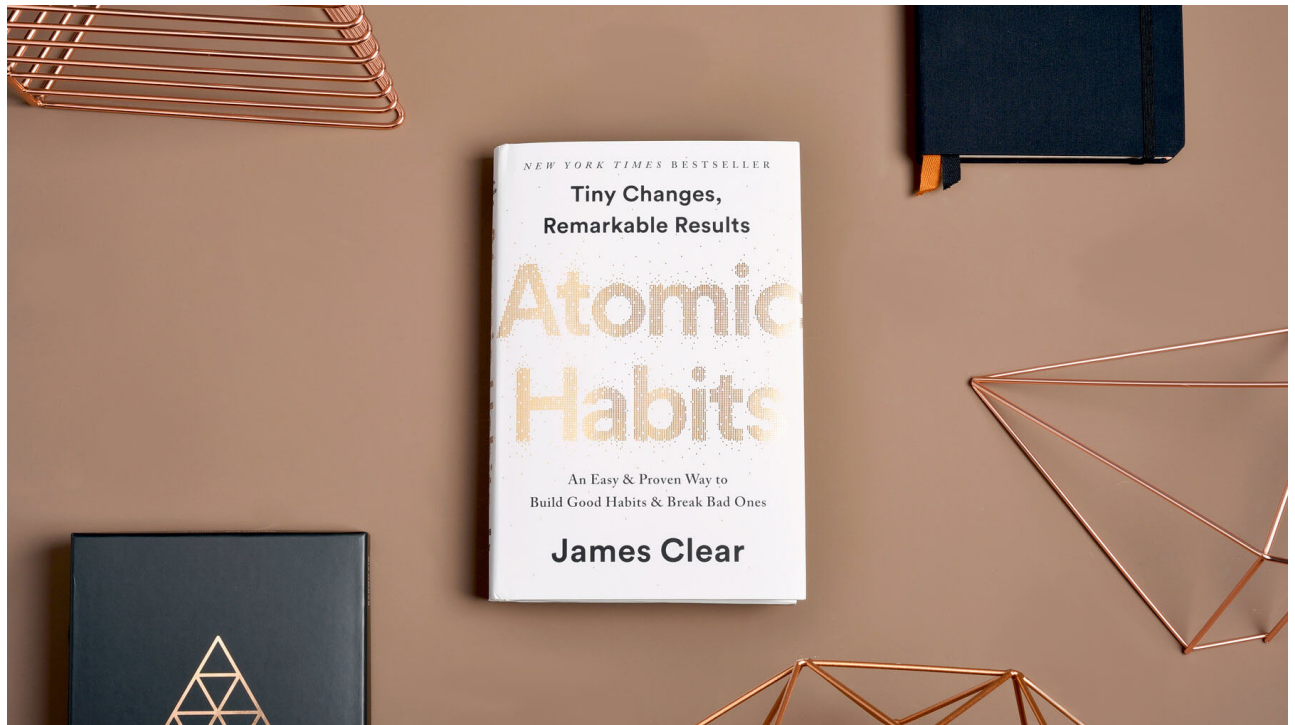
# THE POWER OF PERSONAS

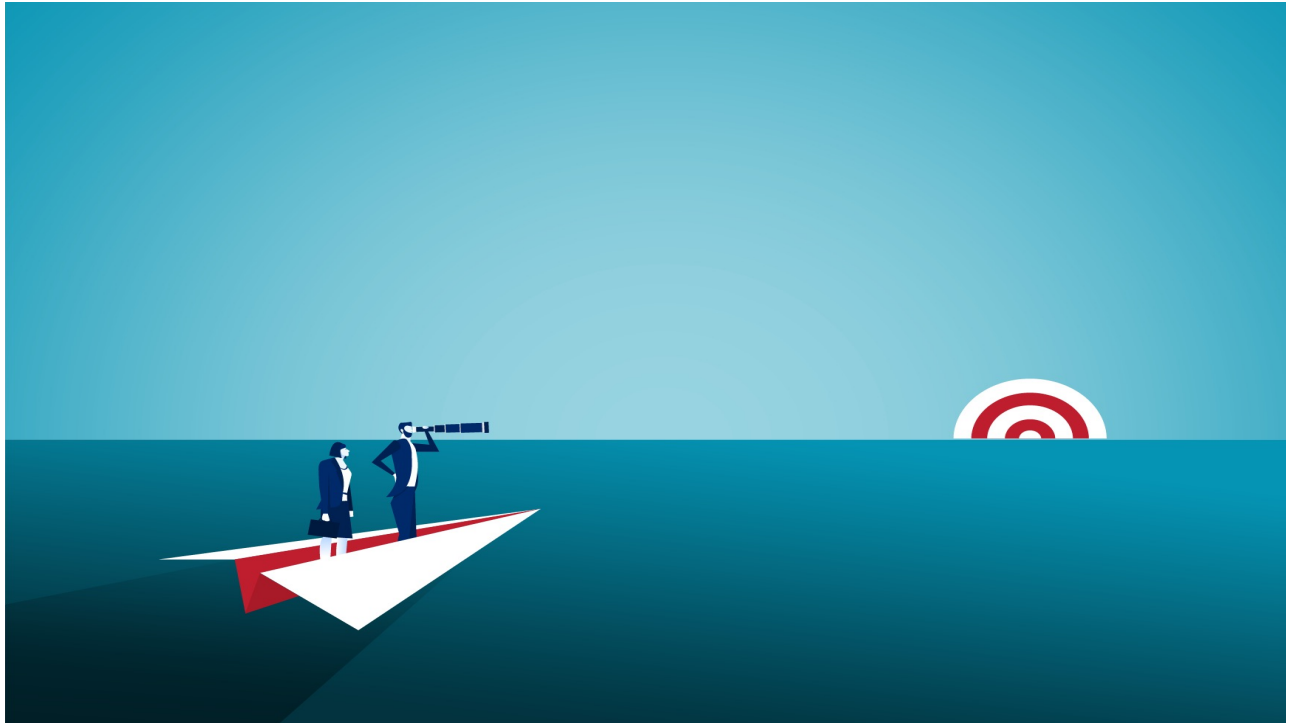










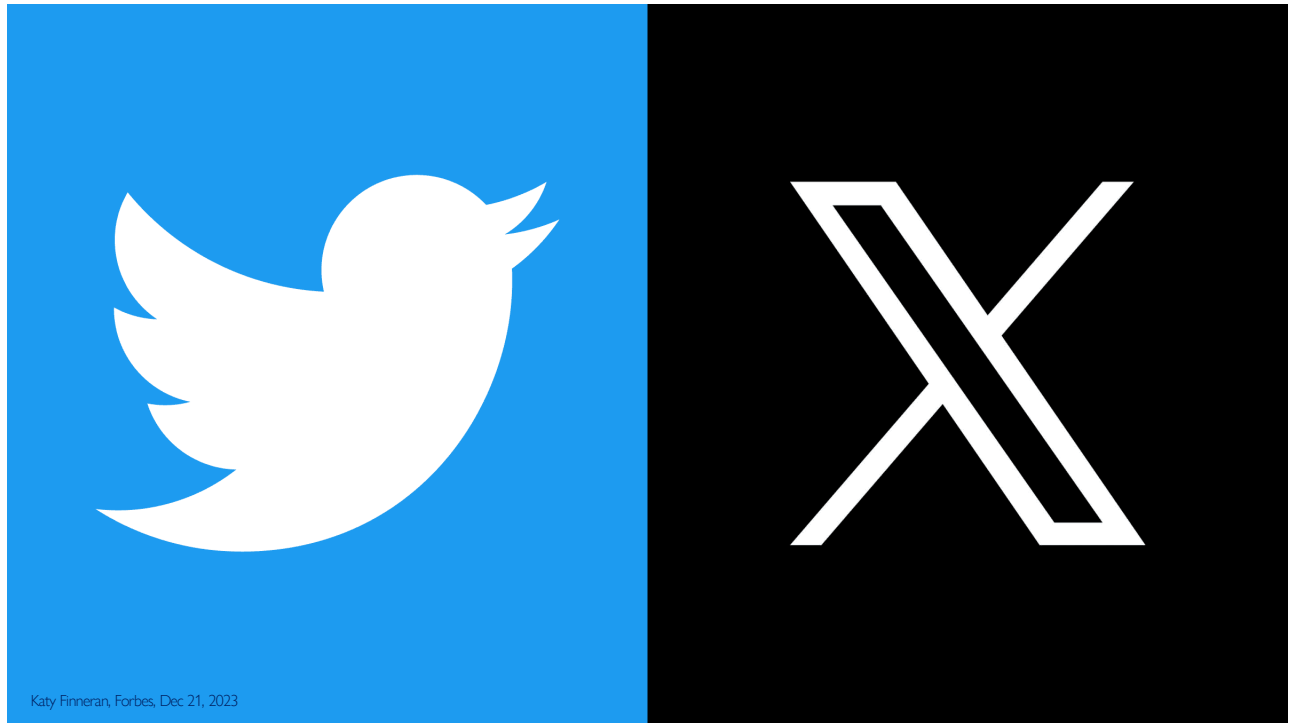




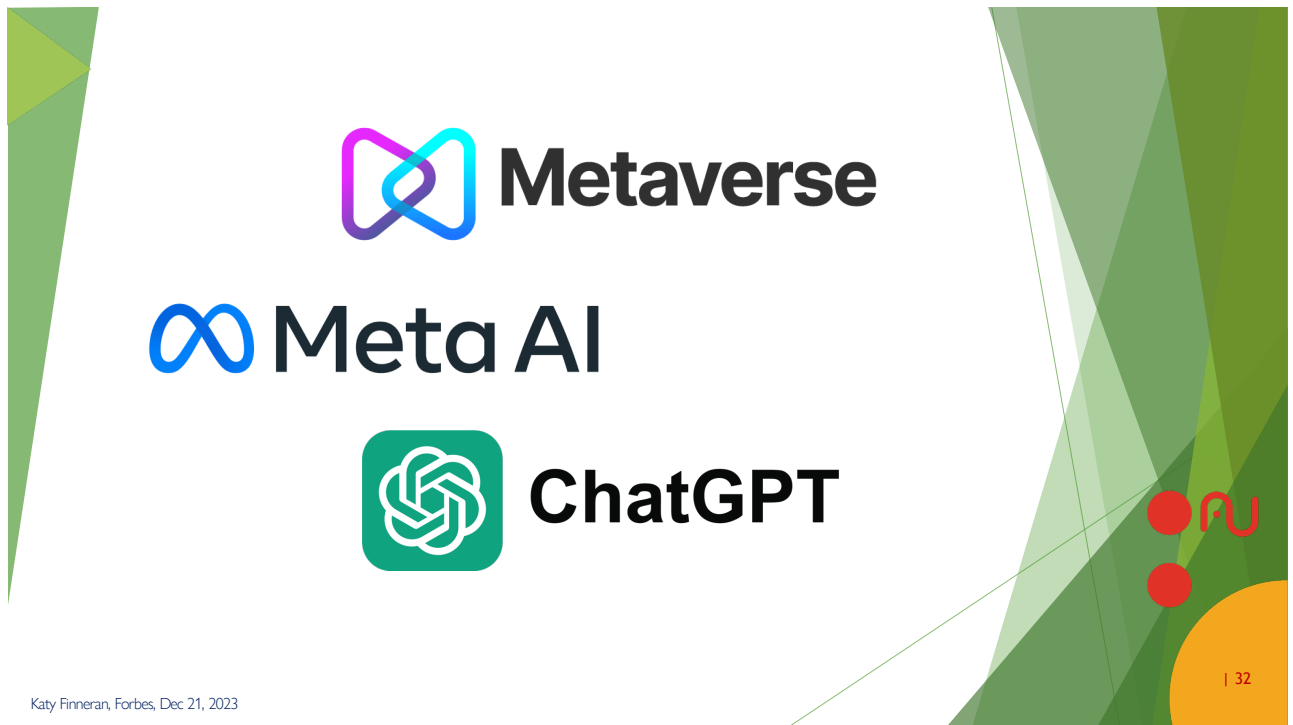






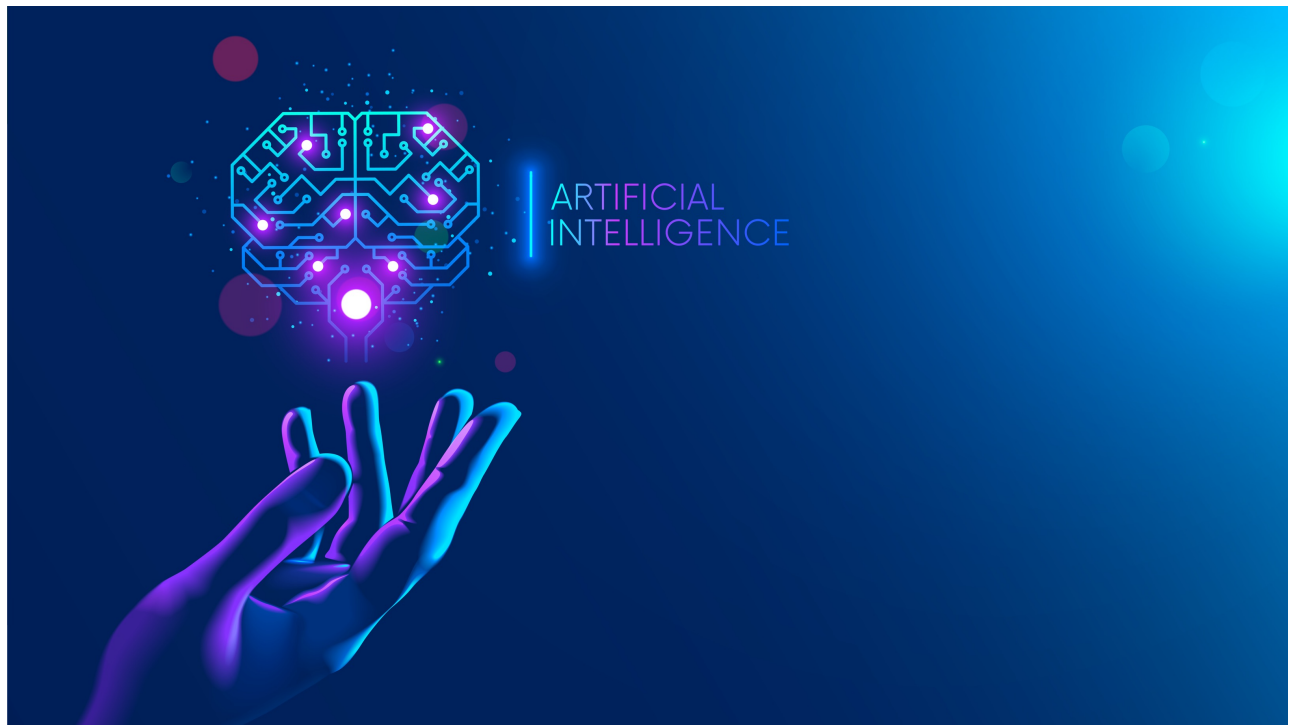


Katy Finneran, Forbes, Dec 21, 2023



Katy Finneran, Forbes, Dec 21, 2023





Katy Finneran, Forbes, Dec 21, 2023



