

**PIASCIK**  
**National / Industry Media Relations**  
**Subject Matter Expertise**



PIASCIK ([www.piascik.com](http://www.piascik.com)) is a premiere and relationship driven certified public accounting firm which provides high value tax and accounting services to a broad range of clients in both corporate and high-wealth individual environments. Founded in 2001, PIASCIK has been proactive in its approach to public relations, understanding the positive value PR can bring to a company's brand reputation.

Since 2004, PIASCIK has collaborated with Windy Campbell for public relations, positioning the firm as an innovative, growing company with expertise in complex tax and financial solutions. Windy has approached media with targeted messaging around the firm's niche services: international tax; exports; provisions in the Tax Cuts & Jobs Act; state legislation; corporate tax; cryptocurrency taxation; and high net-worth individuals. PIASCIK is Windy Campbell's longest tenured client.

In a business driven by accountants who often speak in numbers, Windy Campbell each year takes complex tax issues and writes these issues, often in lay terms, for news media, business awards entries, "ghost-writing" feature articles for CPAs, speaking engagements, and messaging to position PIASCIK's executives as subject-matter experts within niche tax areas. For her writing on behalf of PIASCIK, Windy received an award of merit at the Virginia PR Awards in 2015.

Windy Campbell approaches tax and personal finance media with targeted story angles, offering PIASCIK's executives as sources for media interviews. Media respond, and Windy continues to build solid relationships with national and industry media covering tax and personal finance. This has included *Fortune*, *Wall Street Journal*, *CNBC*, *The New York Times*, *Marketwatch*, *theStreet.com*, *Business Insider*, *Accounting Today*, *Fox Business News*, *Los Angeles Business Journal*, *Practical Tax Strategies*, *Pro Football Weekly*, *US News & World Report*, *Growing America*, *USA Today*, *Yahoo! Finance*, *Bloomberg*, and others. PIASCIK often cites that the national coverage generates new business calls to the firm, from prospective clients reading these articles.

In addition to media relations, Windy Campbell also has assisted PIASCIK in robust awards nominations. As busy CPAs, the firm relies on Windy to identify and write nominations for business awards. Windy's contributions have led PIASCIK to win awards – the *Virginia Business* "Small Business Success Story of the Year" award, *The Practical Accountant* "Practice Innovation Award," the Better Business Bureau Torch Award, Best in Biz Bronze Award, Greater Richmond Chamber's IMPACT Awards, and others.