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Providing the Competitive Edge™

## Continuing the Legacy Cotton + Allen

By Stuart Kahan

The legacy of Cotton + Allen began in 1921 when William Cotton passed the CPA exam and began a practice in public accounting. In fact, he was one of the first CPAs in the Commonwealth of Kentucky. The firm was first called William Cotton, CPA and later changed to Cotton and Eskew, then William Cotton and Company, and now Cotton + Allen.

The firm's legacy has been built on the leadership of William Cotton, followed by Nolen Allen in 1960 and Bob Montgomery in 1994. Since its early beginnings, the firm's expertise and experience has helped the region's best businesses and entrepreneurs succeed.

### HELPING TO GENERATE LEADS

According to Bob Montgomery, Cotton + Allen president, the idea to re-brand the firm was planted several years ago, when the partners of the firm began to focus on lead generation and growth. "The firm has always enjoyed a great reputation and a well-established client base, but few individuals within the firm were generating leads to help bring in new business. There was a strong desire to build a sales culture and a need for the firm's partners and managers to develop more leads."

In the spring of 2004, the firm retained Jean Caragher of Capstone Marketing, who

specializes in providing marketing consulting services to accounting firms. The firm also created a marketing task force and together with Caragher, they developed a marketing plan, which included a new brand for what would be called Cotton + Allen.

### WHAT PROMPTED ALL THIS?

"The existing logo was not representative of a position, as it was simply a typography solution," says Renetta Carrier, the firm's market-

ing director. "So, we went outside our doors for design and direction to Jude Lindquist and Janet Reed, both of Atlanta to create the new brand.

Moreover, Montgomery notes that the firm added a new tagline, *The Legacy Continues*. "Cotton + Allen has nearly 85 years of local accounting experience, so we decided to build upon that strength: Cotton + Allen has a history, a legacy in Louisville, and that experience, wisdom, and knowledge can only be parlayed into a positive experience and positive results for its

