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FOR IMMEDIATE RELEASE

Association for Accounting Marketing is 'Creating Rainmakers'

Kansas City, MO – August 26, 2004 – The Association for Accounting Marketing (AAM) is hosting a virtual “Creating Rainmakers” workshop on Wednesday, September 22, 2004 as part of its AAM High Quarterly Virtual Learning Series - - advanced marketing knowledge delivered right to your office.

As every marketer of an accounting firm realizes, generating leads and landing new clients is one of the most critical operations of a successful venture, and everybody needs to learn how to do it well. But transforming accountants and other professionals into client-generators is not always easy to do.

The 75-minute virtual session features Ford Harding, author of *Cross-Selling Success: A Rainmaker's Guide to Professional Account Development*, and founder/president of Harding & Company. A sales and marketing consultant to accounting, law, engineering, executive search, industrial design and architectural firms, Mr. Harding also writes for *The American Lawyer*, *Journal of Accountancy*, *Journal of Management Consulting*, and other publications. He is an alumnus of Harvard University and J.L. Kellogg Graduate School of Management.

The session can be attended by AAM members and non-members alike simply by dialing in. There is no limit to the number of people who may listen in and participate from a single phone line. Each registered site will receive *one set* of handout materials and presentation supplied by the speaker.

Cost for the seminar is \$49 for members and \$99 for non members for each phone line. Advanced registration is required. For more information and to register contact AAM headquarters at 816-221-1296 or visit www.accountingmarketing.com.

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The Association for Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The members are comprised of marketing professionals, CPAs and consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers.