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## **FOR IMMEDIATE RELEASE**

### **Association for Accounting Marketing To Host State of the Accounting Industry Forum**

Kansas City, Mo. – On June 8, 2005, the Association for Accounting Marketing (AAM) will be hosting a forum on the ***State of the Accounting Industry***, featuring a panel of industry experts. The program will take place prior to the organization's 16th Annual Conference, *AAM Summit 2005: Marketing Magic*.

The accounting industry is in a constant state of evolution with new regulations, acquisitions, mergers, niche practices, and other factors affecting firms across the nation. As the industry changes, so too does the day-to-day function and role of accounting marketers. This forum provides a panel of leaders to discuss what is actually happening in today's industry, where it is headed, and how marketing will be impacted.

**James Metzler** of the AICPA; **Ira Rosenbloom** of Mintz Rosenfeld & Company LLC; **Michael Robinson**, formerly of the SEC now with Levick Strategic Communications, LLC; and **Christi Harlan** of PCAOB bring their unique perspectives to the panel. They will share their first-hand experiences, predictions, insights and challenges regarding the current and future state of the accounting industry. This interactive session will also allow participants to share their own challenges and views with the experts, in an open, all-questions-welcome format.

The session will take place from 8:30 – 11 a.m. at the Hilton in the WALT DISNEY WORLD® Resort in Orlando, Fla. Cost for the session is \$150 and attendees can register online at [www.accountingmarketing.org/conference.asp](http://www.accountingmarketing.org/conference.asp) or call 816.221.1296 for more information.

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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.

For more information about the 2005 AAM Marketing Summit in Orlando, Fla., visit the association's Web site at [www.accountingmarketing.org/conference.asp](http://www.accountingmarketing.org/conference.asp) or to receive press credentials and a schedule of events, contact Granville Loar at 816.221.1296, or [granville@accountingmarketing.org](mailto:granville@accountingmarketing.org).