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## **FOR IMMEDIATE RELEASE**

### **Association for Accounting Marketing Announces Marketing Achievement Award Winners**

Kansas City, MO—July 14, 2003— Twenty-two firms have won 2003 Association for Accounting Marketing Marketing Achievement Awards (AAM-MAAs) in seventeen categories. The awards are in recognition of outstanding achievements in the area of accounting marketing and communications. Accounting firms from all over the United States and Canada competed in two divisions, over 75 professionals and less than 75 professionals.

The awards were presented during the 9<sup>th</sup> annual AAM-MAA awards ceremony in June at the Association for Accounting Marketing Annual Conference in Boston, Massachusetts.

Catalyst LLP Chartered Accountants of High River, AB, Canada, won the "Best In Show" award for an advertising campaign designed to build awareness of the firm in the Calgary, AB market.

The number of AAM-MAA entries set a record for the AAM competition. One hundred thirty six projects were submitted for judging.

The panel of judges included professionals in the advertising, public relations and marketing fields.

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### **Spreadsheet Attached of Winners**

*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 2004 AAM Marketing Summit in Las Vegas, Nevada or to receive press credentials and a schedule of events, contact Granville Loar at 816.221.1296, or granville@accountingmarketing.org.

	Firm:	City, State:	Category:
<b>Best In Show</b>			
	Catalyst LLP Chartered Accountants	High River, AB, Canada	Advertising - Advertising Campaign
<b>Less Than 75 Professionals:</b>			
	Belfint, Lyons & Shuman, P.A.	Wilmington, DE	Sales Promotions - Internal Incentive Program
	Kostin, Ruffkess & Company, LLC	Farmington, CT	Direct Marketing - Newsletter - External
	Frazier & Deeter, LLC	Atlanta, GA	Direct Marketing - Single Mailing
	BKR Dupuis & Ryden	Flint, MI	Direct Marketing - Campaign Mailings
	Barnes Dennig & Company, Ltd.	Cincinnati, OH	Direct Marketing - Survey
	Weinstein & Anastasio, P.C.	Woodbridge, CT	Collateral Materials - New Logo Design
	Battelle & Battelle LLP	Dayton, OH	Collateral Materials - Corporate Identity Package
	Kolb & Company	Milwaukee, WI	Collateral Materials - General Firm Capabilities Brochure
	Frazier & Deeter, LLC	Atlanta, GA	Collateral Materials - Niche Building
	Catalyst LLP Chartered Accountants	High River, AB, Canada	Advertising - Advertising Campaign
	Frazier & Deeter, LLC	Atlanta, GA	Advertising - Single Ad
	Porter Keadle Moore, LLP	Atlanta, GA	Interactive - Web Site Design
	Vanacore, DeBenedictus, DiGiovanni & Weddell	Newburgh, NY	Other - Miscellaneous
<b>Over 75 Professionals:</b>	<b>Firm:</b>		<b>Category:</b>
	The Rehmann Group	Saginaw, MI	Sales Promotion - Associate Incentive Program
	Larson, Allen, Weishair & Co., LLP	Minneapolis, MN	Direct Marketing - Newsletter External
	The Videre Group, LLP	Parsippany, NJ	Direct Marketing - Single Mailings
	The Rehmann Group	Saginaw, MI	Direct Marketing - Campaign Mailings
	Habif, Arogeti & Wynne, LLP	Atlanta, GA	Direct Marketing - Survey
	RSM McGladrey	Bloomington, MN	Collateral Materials - New Logo Design
	RSM McGladrey	Bloomington, MN	Collateral Materials - Corporate Identity Package
	KSM Business Services, Inc.	Indianapolis, IN	Collateral Materials - General Firm Capabilities Brochure
	Crisp, Hughes, Evans LLP	Asheville, NC	Collateral Materials - Niche Building Campaign
	Virchow, Krause & Company	Madison, WI	Advertising - Advertising Campaign
	KSM Business Services, Inc.	Indianapolis, IN	Advertising - Single Ad
	Fiducial	Columbia, MD	Advertising - Broadcast Radio-TV

RSM McGladrey	Bloomington, MN	Interactive - Web Site Design
The Rehmann Group	Saginaw, MI	Interactive - Multimedia Presentation
Elliott Davis, LLC	Greenville, SC	Other - Publicity Campaign
James Moore & Co.	Gainesville, FL	Other - Event Marketing and Seminars
The Videre Group, LLP	Parsippany, NJ	Other - Miscellaneous