



**Contact: Tracey Cifone, Co Chair
Association for Accounting Marketing
Marketing Achievement Awards
Phone: 845-567-9000
Fax: 845-567-9228
E-mail: tcifone@vddw.com**

FOR IMMEDIATE RELEASE

NEW YORK PANEL TO JUDGE NATIONAL AAM MARKETING ENTRIES

Newburgh, NY—May 25, 2004— The 15th Annual Conference of the Association for Accounting Marketing (AAM), *AAM Summit 2004: Odds on Excellence*, to be held in Las Vegas, Nevada from June 9 – 11, 2004 will feature a presentation of the coveted AAM-Marketing Achievement Awards (AAM-MAA). The awards are in recognition of outstanding achievements in the area of accounting marketing and communications developed from May 1, 2003 until May 1, 2004. Accounting firms from all over the United States and Canada compete in two divisions, over 75 professionals and less than 75 professionals.

Tracey Cifone, Marketing Director at Vanacore, DeBenedictus, DiGovanni & Weddell LLP is a co-chair of the awards committee and is coordinating the judging of the entries at the firm's Newburgh, New York office. Judges for the 2004 AAM-MAA awards represent a distinguished cross-section of marketing experts from the New York area:

Charles Cornacchio, Vice President of Operations for Qualify Multi-Media Productions.

Cornacchio has an extensive background in business management and television/video production. He has experience ranging from television news anchor to executive producer or video editor for such productions as the 25th Reunion of the 1978 Championship New York Yankees.

Edison R. Guzman, President and CEO of A&E Advertising and Web Design, Inc. Edison has studied the art of strategic marketing with top marketing professionals and has devoted 11 years to creating non-traditional marketing strategies that work. He is an author, workshop facilitator and sales trainer for large and small companies. In addition, Guzman teaches courses in advertising, marketing, web design, graphic design and computer software programs.

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Ted Clark, Professor of Marketing with State University of New York at New Paltz, School of Business. Now a full-time lecturer in marketing, strategic management, consumer behavior and e-commerce, Clark spent a decade in management positions with large companies and financial institutions prior to entering the academic world. He has earned awards for teaching excellence and has been actively engaged in the American Marketing Association as an advisor.

Elizabeth Bushey, Communications and Web Coordinator for Orange County Community College. Bushey is responsible for public and media relations and for the web site of the college. She practices her philosophy of effective marketing through effective communication through her freelance web, journalism and graphic design business.

Bryan M. Maloney, Vice President for College Advancement, Mount St. Mary College. Maloney is responsible for fundraising and public relations programs at the college. His experience includes oversight of annual and planned giving, capital campaigns, community relations, grant writing, institutional branding, marketing and communications.

Neil Litchman, President of Marketing 4 Profit. Litchman has been growing, shaping and changing companies in many industries since 1973. He is among the leading Customer-Centric Management, Marketing Strategy, Database Marketing, E-business and Reengineering consultants and trainers in the U.S., having worked with hundreds of companies. Litchman has helped start-ups to Fortune 500 businesses learn and implement essential principles and affordable techniques he distilled and simplified from his experience pioneering breakthrough programs for J.C. Penney, Mobile Oil, MasterCard and other household names.

The judges will score entries based on the quality of the entry description, the goals and objectives of the project, the strategic thinking, creativity and originality of the entry, the success of reaching the target market, the cost effectiveness, and the results.

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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 2004 AAM Marketing Summit in Las Vegas, NV, visit the association's web site at 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.