



Contact: Granville Loar  
Association for Accounting Marketing  
Phone: 816.221.1296  
Fax: 816.472.7765  
E-mail:  
granville@accountingmarketing.org

**FOR IMMEDIATE RELEASE**

**AAM's Newsletter, *MarkeTrends*, Garners Bronze Award  
in LACP Publicity Materials Competition**

Kansas City, MO—December 8, 2003— The Association for Accounting Marketing (AAM) garnered a Bronze Award in the annual League of American Communications Professionals (LACP) annual publicity materials competition, the 2003 Spotlight Awards. AAM submitted the July/August 2003 issue of its bi-monthly member newsletter, *MarkeTrends*, in the Print-Organizational Newsletter category. More than 800 entries were submitted in the competition.

Through several hundred hours of judging, LACP identified winners within peer-level competition classes. Competition classes were established to create the most level playing field possible between entries. They were determined according to company size, annual revenue, and other pertinent factors.

The entry with the highest total score within its competition class was presented with the Platinum Award. The entries with the second-, third- and fourth-highest total scores within their competition class garnered the Gold, Silver, and Bronze Awards, respectively. In the event of a tie, multiple awards were presented per award level.

The winner's in AAM's class included:

Platinum Award- University of Notre Dame  
Gold Award- (3-way tie) Contra Costa Mosquito & Vector Control District, Ohio University,  
Providence Day School  
Silver Award- American Forest Foundation  
Bronze Award- Association for Accounting Marketing

(more)

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*MarkeTrends* is published six times a year and is compiled by a team of volunteer AAM members whose goal it is to insure that each edition is rich in content of value to accounting firm marketers. *MarkeTrends* provides AAM members with ideas, concepts, tools, strategies, and other resources to assist them in accomplishing their daily tasks-at-hand and help them in building their accounting firm's book of business.

To see the complete list of winners or to learn more about the winning publicity materials, visit [www.lacp.com/2003spotlight](http://www.lacp.com/2003spotlight).

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*The Association of 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 information contact Granville Loar at 816.221.129 or [granville@accountingmarketing.org](mailto:granville@accountingmarketing.org).*