



Contact Person: Leisa Gill
Phone: 615-309-2231
E-mail: lgill@lbmc.com
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FOR IMMEDIATE RELEASE

Association for Accounting Marketing Announces New Members of Advisory Council

Kansas City, MO— The Association for Accounting Marketing (AAM) recently announced the new members of its Advisory Council, high profile professionals from the accounting and accounting marketing industry, including managing partners, marketing partners, marketing officers, and other key association representatives. Members will serve through 2005.

The AAM Advisory Council was formed in 2002 for the purpose of providing input, feedback, and insight to enhance the programs and services provided by AAM.

The Advisory Council meets on a quarterly basis and is chaired by an AAM Past President. Members of the Advisory Council serve one and two year terms and are nominated by the current council and AAM Board members.

Newly appointed members of AAM's Advisory Council include:

August Aquila, Director of Practice Management Consulting, The Growth Partnership, Minnetonka, Minnesota

Allan S. Boress, CPA, President, Allan S. Boress & Associates, Ltd., Eustis, Florida

James C. Metzler, CPA, Vice President, Small CPA Firm Interests, AICPA, New York, New York

Darold D. Rath, CPA, Senior Executive Partner, Eide Bailly LLP, Fargo, North Dakota

Valerie Rainey, VP of Strategic Alliance, AICPA; New York

Edmond V. Russ, Chief Marketing and Sales Officer, Grant Thornton, Chicago, Illinois

Gary Shamis, Managing Partner, SS&G Financial Services, Solon, Ohio

Walter Timoshenko, Chief Marketing Officer, Weiser, LLP, New York, New York

The newly appointed Chair of the Advisory Council is Leisa Gill. She served as AAM's President in 2002-2003. Gill is the Director of Marketing for Lattimore Black Morgan & Cain, P.C., the largest regional CPA firm in Tennessee. She has diverse experience in all areas of marketing and sales.

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"The council will help to ensure a strategic, long-term focus to identify potential issues, trends, and opportunities for AAM," says Gill. "We are excited to have such a distinguished and diverse group advising us. This committee is the sounding board and catalyst for taking AAM to the next level in the professional services industry."

Upcoming Council meetings are scheduled for April and June to coincide with the AAM Annual Conference in Las Vegas.

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Press Release Photos Available On Request

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, June 9-11, 2004 or to receive press credentials and a schedule of events, contact Granville Loar at 816.221.1296, or granville@accountingmarketing.org.