



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

FOR IMMEDIATE RELEASE

Leisa Gill Wins Marketer of the Year Award at Association for Accounting Marketing Annual Conference

Kansas City, MO—July 12, 2004— Leisa Gill became the 12th person to take home the prestigious 'Marketer of the Year' award presented at the 15th Annual Association for Accounting Marketing (AAM) national conference in Las Vegas, Nevada. Nominated by their peers, honorees are chosen by a panel of judges, themselves leaders in professional services marketing. The award is sponsored by *CPA Marketing Report*, a publication devoted to successful marketing strategies of CPA firms.

Gill is the Director of Marketing for Lattimore Black Morgan & Cain, P.C., the largest regional CPA firm in Tennessee. She also oversees all aspects of marketing for LBMC's seven additional affiliated companies. While her duties are mostly comprised of the day-to-day marketing strategies of the organization, she also coaches the sales staff for the organization.

She has diverse experience in all areas of marketing and sales including services and product marketing, brand recognition, research, seminar and workshop development, newsletter publishing, proposal writing, presentation development, marketing plan development, surveys, public relations, website planning and implementation, event planning, meeting management and go-to-market strategies. In addition, she has had significant experience in marketing campaign design and implementation.

While primarily a published business writer, she is also a published writer of poetry. In addition, her experience also includes working with a financial planning firm and a national publishing company of business newspapers.

Gill has a computer science degree with a minor in marketing and communications and is currently enrolled in a local university, working toward her management degree. She has continued her education through ongoing professional education programs offered by various professional groups.

Gill is active in and continues to support many professional and civic organizations including AAM as the 2002-2003 President, Sales and Marketing Executives, the Leading Edge Alliance, and the Nashville Chamber of Commerce.

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Leisa Gill can be reached at 615-309-2231 or lgill@lbmc.com.

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 500 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 about the 2005 AAM Marketing Summit in Orlando, Florida or to receive press credentials and a schedule of events, contact Granville Loar at 816.221.1296, or granville@accountingmarketing.org. More information on the Association for Accounting Marketing can be found at www.accountingmarketing.org.