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FOR IMMEDIATE RELEASE

Aquila, Koltin Inducted Into Association for Accounting Marketing Hall of Fame

Kansas City, MO—July 14, 2003— August J. Aquila, Director of Practice Management Consulting for The Growth Partnership, Inc., St. Louis, Missouri and Allan D. Koltin, CPA, President/CEO of PDI Global, Inc., Chicago, Illinois were inducted into the Association for Accounting Marketing (AAM) “Hall of Fame” at the 14th annual AAM conference in Boston, Massachusetts on June 11, 2003.

Accounting Today has described Aquila as one of the accounting profession’s key strategic thinkers. The American Institute of Certified Public Accountants has written, “August J. Aquila is one of the country’s leading consultants and authorities in the areas of profit improvement, new business development, strategic marketing planning, and management issues for CPA firms.”

With more than 20 years of management and consulting experience in the accounting profession, he has consistently held cutting-edge positions. He was the first Director of New Business Development recruited by Coopers & Lybrand (Chicago) and became the first Group Director of Marketing, responsible for 9 offices in the Mid West. He also holds the distinction of being the first non-CPA marketing director in the United States to achieve an equity position in a top 50 CPA firm (Friedman, Eisenstein, Raemer & Schwartz - FERS).

Aquila has been a leading force in the industry’s consolidation movement. At American Express Tax and Business Services he held the positions of Vice President-Field Management Eastern Region (Regional Chief Operating Officer), Vice President-Mergers & Acquisitions and Managing Director/Relationship Leader – Global Procurement.

He has consulted with firms of all sizes in the United States, Canada and the United Kingdom and has been a frequent speaker at national and international conferences and partner retreats. He has written numerous articles. In 1992, his article entitled "How To Lose Clients Without Really Trying," received the Journal of Accountancy’s Annual Literary Award as the best article of the year. His articles have also appeared in *The Practicing CPA*, *Accounting Today*, *Partner-to-Partner Advisory*, *CPA Software News*, *Professional Marketing (UK)*, *Certified General Accountants Magazine (Canada)*, and on various accounting WEB portals.

He has authored/coauthors four books: *CPA Firm Mergers That Work*, *CPAs That Sell: A Complete Guide to Promoting Your Services*, *Breaking the Paradigm: Alternative Strategies to Pricing Accounting Services* and *The Power of Optimism: Insights to Personal & Professional Growth*.

Koltin is the President/CEO of PDI Global, Inc., a Chicago-based management and marketing consulting firm that specializes in working with professional and financial services firms worldwide to address growth, practice management and profitability issues.

A nationally recognized speaker, author and consultant, Koltin has appeared on CNN, Headlines News, WGN and Fox Television networks. He has been quoted in publications such as *The New York Times*, *The Wall Street Journal*, *USA Today*, *The Washington Post*, *The LA Times*, *The Chicago Tribune*, *The New York Post*, *Chicago Sun Times*, *Bloomberg Newswire*, *Reuter's News Service*, *The British Broadcast Corporation (BBC) World Service*, *Forbes* and *BusinessWeek*. He has also spoken nationally and internationally at hundreds of conferences including those held by the AICPA on professional practices, auto dealerships, assurance services, federal taxes, business valuation, litigation support, fraud and practice management.

Koltin is the author of two books for professional services firms: *Firm Merger Strategies That Work* and *CPAs That Sell*. He also edited the AICPA's new book, *Marketing A Consulting Niche – Best Practices of Top Performing Firms*. Koltin is on the editorial advisory boards of *Accounting Today*, *Law Firm Management*, *Journal of Tax Practice Management*, *Managing Partner Report* and *CPA Leadership Report*.

For the past three years he was voted by *Accounting Today* as one of the most influential people in the profession. He has also been a recipient of the NACVA Instructor of the Year Award and winner of the *Journal of Accountancy* Literacy Award. Previously he was recognized by the Illinois CPA Society with the distinguished Service Award for outstanding service and commitment to the profession.

Koltin is a founding member of the Advisory Board, a think tank to professional and financial services firms. He serves or has served on the board of directors of Outsource Partners International (OPI), BKD Financial Advisors, NACVA, HRB Business Services, and on the AAM Advisory Council. He is an active member of the CEO Club of America, the National Speakers Association, the Institute of Profit Advisors, Accounting Marketing Executives, Law Marketing Association, American Bar Association and the Professional Speakers of Illinois.

"What an honor to recognize these two individuals," said Tracy Crevar Warren, President of AAM. "We owe them a debt of gratitude for all they have done to promote the accounting marketing profession and the accounting industry as a whole."

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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 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. More information on the Association for Accounting Marketing can be found at www.accountingmarketing.org.