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## **FOR IMMEDIATE RELEASE**

### **Rozycki Honored As Volunteer of the Year at Association for Accounting Marketing Annual Conference**

Kansas City, MO—July 14, 2003— Lisa A. Rozycki, Marketing Manager of Reinsel & Company LLP, Wyomissing, Pennsylvania, was honored as the 2003 Association for Accounting Marketing (AAM) Volunteer of the Year at the 14<sup>th</sup> annual AAM conference in Boston, Massachusetts on June 11, 2003. She is the Marketing Committee Chairperson for the national association and oversees three subcommittees for AAM: Web Site, Communications and Newsletter.

Rozycki lead the launch of a new web site for the organization in 2003 at [www.accountingmarketing.org](http://www.accountingmarketing.org) and helped garner a considerable amount of national press for AAM in several media publications including *Practical Accountant*, *Accounting Today*, *AICPA Practicing CPA*, *AICPA CPA Consultant*, and on the *AccountingWeb.com* portal.

Rozycki has been marketing manager for Reinsel & Company LLP (17 partners, 95 total staff, 2 offices) since 1996. She has over twenty years of experience in marketing. Prior to joining Reinsel & Company LLP, Rozycki was manager of marketing for The Berks Area Reading Transportation Authority, Reading, PA.

Through out her marketing career, Rozycki has had articles and interviews published in national and local newspapers, magazines and trade journals. Her accounting marketing articles and quotes have appeared in Accounting Today, CPA Marketing Report, CPA Managing Partner Report, AAM MarkeTrends, CPA Consultant, AICPA Selected Readings 2002 – Management of a Practice, Institute of Management Accountants Newsletter, AccountingWeb.com and Practical Accountant.

In addition to serving as AAM's Marketing Committee Chairperson, Rozycki serves on AAM's newsletter subcommittee and the 2003 AAM national conference organizing committee. She has been active in the Philadelphia AAM chapter, and has served on marketing committees for a variety of community groups including The United Way, Reading Berks Emergency Shelter, and the Berks County Chamber of Commerce.

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“AAM never loses sight of the fact that our members have their own ‘real jobs’ to worry about. That’s why it’s so meaningful when accounting marketers who are AAM members will use some of their valuable time promoting the profession, contributing to AAM projects, and generally making the organization a real success,” said Tracy Crevar Warren, President of AAM. “Lisa possesses a passion for promoting the accounting marketing profession that goes well beyond any award we could bestow on her.”

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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 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 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](mailto:granville@accountingmarketing.org). More information on the Association for Accounting Marketing can be found at [www.accountingmarketing.org](http://www.accountingmarketing.org).*