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FOR IMMEDIATE RELEASE

AAM's Inaugural "Women Who Mean Business" Panel Highlights Women's Accomplishments In Accounting Industry

Kansas City, MO—March 31, 2004— In a departure from the past, The Association for Accounting Marketing (AAM) will focus a major session at its 15th Annual Conference, *AAM Summit 2004: Odds on Excellence*, June 9-11, 2004 in Las Vegas, NV, on the increasing importance of women in leadership roles in the accounting profession.

A highlight of this year's summit will be AAM's inaugural *Women Who Mean Business: Playing to Win* panel, according to Sam Patrick, Director of Marketing for Elliott Davis, LLC in Greenville, SC, and conference co-chair. "After decades of men dominating the accounting profession, it is time we recognize the talents, accomplishments and abilities of the many women who are transforming the landscape of our chosen profession."

Held on the last day of the conference and moderated by Tracey Segarra, marketing director of Citrin Cooperman & Company, LLP and former editor of *WebCPA.com*, the panel will feature:

- **Martha Hudson Sawyer** -- founder and president of Hudson Sawyer Professional Services Marketing, which works exclusively with the accounting and legal professions, Martha was instrumental in the creation of the widely acclaimed monthly newsletter, *BOWMAN'S ACCOUNTING REPORT*, which she has published since 1987. In 1991, Martha founded the popular MANAGEMENT SUMMIT CONFERENCE, an annual limited-enrollment conference that has aided hundreds of accounting firm management partners to achieve greater success for their firms. In 2003, Martha founded the newsletter *Partner ADVANTAGE Advisory*. Martha also founded the Hudson Sawyer Management Institute, which provides, among other things, leadership training for CPAs.
- **Wanda Lorenz, CPA** -- partner at Lane, Gorman, Trubitt, she has been named by *Accounting Today* as one of the "Top 100 Most Influential People in Accounting" for five consecutive years beginning in 1995. She was a recipient of the Girls Inc. "She Knows Where She's Going" Award in 1997 and was one of 25 Dallas women included in the book *Cases of Women Who Have Won, 1998*. She has served on many committees for the AICPA including the AICPA Council for 6 years, the AICPA Auditing Standards Board, Chair of the Accounting and Review Services Committee, the Specialization Accreditation Board, and the AICPA Strategic Planning Advisory Committee.

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- **Leisa Gill** -- partner and Director of Marketing for Lattimore, Black, Morgan & Cain, the largest regional CPA firm in Tennessee, Leisa oversees all aspects of marketing for LBMC as well as its seven affiliated companies. Leisa 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. She is the recent past-president for the national Association for Accounting Marketing.
- **Gale Crosley, CPA** -- Gale has over 30 years of experience in the profession and is well known as a consultant in the accounting industry. She has held various strategic and operational roles in the industry, including positions with Arthur Andersen, PricewaterhouseCoopers and a local Atlanta firm. She also has experience in the technology sector, including IBM and MCI. A frequent speaker and lecturer, Gale has lectured on cutting-edge organizational revenue growth concepts at Northwestern University's Kellogg Graduate School of Management and the Emory University Goizueta Business School, and has spoken about establishing new niches at the 2003 AICPA *State of the Profession* MAP Conference and the Georgia Society of CPAs Tax Conference Series.

The four panelists will offer an intimate look at how they've achieved the top-level success they now enjoy, examine the forces that drive them, and talk about the role mentors have played along the way. "It is an honor to be conference co-chair as these women, who truly are ground breakers, are recognized for their tremendous contributions to the industry," commented Samantha Deeder, Director of Marketing and Operations for Miller Kaplan Arase & Co in North Hollywood, CA.

The conference also includes two optional pre-conference sessions, 30 workshops, roundtable discussions, and various networking functions. AAM's annual Marketing Achievement Awards (the AAM-MAAs), which recognize outstanding achievements in the areas of accounting marketing and communications, will also be awarded at the conference.

More information about the conference can be found at the association's website at www.accountingmarketing.org/conference.asp.

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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, NV, visit the association's web site at www.accountingmarketing.org/conference.asp or to receive press credentials and a schedule of events, contact Granville Loar at 816.221.1296, or granville@accountingmarketing.org.