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FOR IMMEDIATE RELEASE

Inaugural AAM High! Session with David Maister Sells Out

Kansas City, MO—October 17, 2003—David Maister, a recognized authority on the management of professional service firms, will be the first guest speaker in a quarterly virtual learning program series to be launched by the Association for Accounting Marketing on November 6. Information on the first virtual learning series was released on October 9th and the number of allotted phone lines sold out in record time. There is no limit to the number of people who may listen in on each registered line.

In response to the membership's request for educational programming beyond AAM's annual conference, the AAM Board of Directors, in conjunction with the AAM Education Committee, organized the quarterly virtual learning series — AAM High!

In a teleconference entitled "The Trusted Advisor," Maister will lead the audience through a series of timely topics including how companies select their professional advisors, earning a prospect's trust, the importance of word of mouth, and marketing's role in the process. The session will cover the importance of involving partners, managing partners and marketers in presenting the firm to the public—and give suggestions for reaching this elusive goal.

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The Association for Accounting Marketing (AAM), headquartered in Kansas City, Missouri, is the leading trade/educational organization for individuals working in the communications field for accounting firms. Since 1989, AAM has provided members with the information resources and market intelligence needed to excel and grow in their careers. More information can be found at www.accountingmarketing.org.