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FOR IMMEDIATE RELEASE

AAM High—David Maister Kicks Off Association for Accounting Marketing's Virtual Learning Series

Kansas City, MO—October 9, 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. 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.

AAM’s goals include reaching out to partners and marketers nationwide in firms of various sizes. As evidenced by the mix of partners, managing partners and marketers who have signed up for the first teleconference, this series will help achieve that objective.

For more information or to register for the virtual learning series session with David Maister, visit www.accountingmarketing.org/vls.asp.

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.

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