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FOR IMMEDIATE RELEASE

Association for Accounting Marketing Announces Award Winners at Annual Conference

Kansas City, Mo. – June 7, 2007 – On June 7, 2007, the Association for Accounting Marketing (AAM) hosted its annual Gala and award ceremony at the 18th Annual Conference, *AAM Summit 2007: Uncharted Waters*. In addition to the 13th Annual Marketing Achievement Awards, honors were presented to the Marketer of the Year, Volunteer of the Year and the Rookie of the Year. The association also inducted a new member into the AAM Hall of Fame.

Association for Accounting Marketing - Marketing Achievement Awards (AAM-MAAs)

The AAM-MAAs are presented in recognition of outstanding achievements in the area of accounting marketing and communications. The panel of judges included professionals in the advertising, public relations and marketing fields, who evaluated nearly 200 projects this year. A complete list of the winners, by category, is attached.

Marketer of the Year

Lori Colvin, Marketing Director of Armanino McKenna LLP in San Ramon, California, was honored as the 2007 AAM Marketer of the Year. Nominated each year by their peers, honorees are chosen by a panel of judges, themselves leaders in professional services marketing. The award is sponsored by *CPA Practice Management Forum*, the only independent newsletter focusing on exclusively on successful marketing strategies within CPA firms.

Volunteer of the Year

Kerry Sullivan-Lechner, Marketing Director at Anderson ZurMuehlen & Co. in Helena, Montana, was named 2007 AAM Volunteer of the Year. A longtime volunteer in the organization, Sullivan-Lechner was selected for her service to AAM as well as her support of the accounting marketing profession.

Rookie of the Year

Lee Peretz, Marketing Coordinator at Grassi & Co., CPAs in Lake Success, New York, was named 2007 AAM Rookie of the Year. Peretz was honored for the “extra mile” he has gone in contributing to the success of his firm in the first two years of his marketing role.

Hall of Fame Inductee

Sally Glick, Director of Marketing of Sobel & Co., CPAs in Livingston, New Jersey, was inducted into the AAM Hall of Fame. She was selected for her dedication to and promotion of the accounting marketing profession and the accounting industry as a whole.



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AAM Summit 2007: Uncharted Waters, took place from June 6-8, 2007 in Savannah, Georgia. The conference provided accounting marketers with tools, ideas and strategies to help them excel in their careers and increase the profitability of their firms. This is one of the only conferences of its kind, devoted entirely to accounting firm marketing, and planned by accounting marketing peers in the industry. More information about the conference can be found at the association's Web site 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.