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FOR IMMEDIATE RELEASE

**Association for Accounting Marketing announces AAM Summit 2007: Uncharted Waters**

*Savannah conference brings acclaimed resources to participants*

KANSAS CITY, Mo. (June 7, 2007) – The Association for Accounting Marketing (AAM) hosted its 18<sup>th</sup> annual conference, AAM Summit 2007: Uncharted Waters, June 6 through 8 at the Hyatt Regency Savannah in Savannah, Georgia.

Keynote speakers included The Drum Cafe, Joe Tarasco of Accountants Advisory Group, a Managing Partner Power Panel, a panel of Local Marketing Masters and branding consultant and business author Daniel Pink.

The Drum Cafe opened the annual event with a lesson on the importance of strong communication and team work. The keynote address was delivered using traditional African drums and audience participant of nearly 500 attendees.

Tarasco talked about the necessity of action in the marketing field. Extraordinary marketers, he says, must be masters of execution who control their own destinies. He discussed how market leaders can take action to sustain success and continually move their companies to the next level. *He presented a view of the current profession and illustrated how professional services marketers play a vital role in its successes.*

In addition, a panel showcased marketing professionals from Savannah-based businesses outside of the accounting industry. The panel consisted of: Geoff Repella of Byrd Cookie Company; Robert Baugniet of Gukfstream; and Adrian Hall of JCB International. These highly experienced professionals offered tips and tricks to adapt core marketing efforts in the constantly changing marketplace, trends that impact initiatives and client relationships.

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A panel of firm managing partners featured Mack Lawhon of Weaver & Tidwell; Alan Sobel of Sobel & Co. CPAs; Phil Moore of Porter Keadle and Moore; and Andre Schnabl of the Atlanta office of Grant Thornton. Prior to the conference, attendees submitted questions addressing areas such as marketing culture, partner buy-in, gaining credibility and challenges and successes. Questions from the floor were also addressed.

Keynote speaker Daniel Pink delivered the closing presentation addressing the importance and strength of right-brained, creative thinkers. While the corporate world has traditionally believed that the left-brained maintained the leadership positions, Pink challenged attendees to look at the successes and growth opportunities for the non-traditional professional.

With record attendance of 502 accounting marketing and business development professionals, AAM's annual conference also featured a number of various networking and social events, workshops and discussion groups for participants on four education tracks. Outstanding marketers were honored at the conference's reception and gala with the organization's annual Marketing Achievement Awards.

To learn more about AAM and its annual conference, visit [www.accountingmarketing.org](http://www.accountingmarketing.org) and [www.accountingmarketing.org/conference.asp](http://www.accountingmarketing.org/conference.asp).

*The Association for Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. Its 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.*

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