



Contact
Granville Loar, Executive Director
Association for Accounting Marketing
Phone: 816.221.1296
Fax: 816.472.7765
E-mail: granville@accountingmarketing.org

FOR IMMEDIATE RELEASE

Laura Snyder Named Association for Accounting Marketing Volunteer of the Year
Porter Keadle Moore marketing director recognized for years of service

San Diego, Calif. – Laura Snyder, director of marketing at Porter Keadle Moore, LLP in Atlanta, Ga., was honored as the 2008 Association for Accounting Marketing (AAM) Volunteer of the Year. She was recognized for her passion for promoting the accounting marketing profession along with her service to AAM.

“We never lose sight of the fact that our members have their own ‘real jobs’ to worry about,” said Granville Loar, executive director of AAM. “That’s why it’s so meaningful when accounting marketers who are AAM members will use some of their valuable time promoting the profession, contributing to AAM projects and generally making the organization a real success.”

Snyder, a member since 2002, is extremely active in the association – serving as a co-chair of the conference committee and on the board of the Atlanta chapter. Previously, she served as chair of the Marketing Achievement Awards committee, She was recently elected to a two-year term on the association’s national board of directors beginning July 1, 2008.

In addition, she is a member of the PKF NAN SuperMarketer Task Force, which is responsible for developing marketing programs for the association’s 90+ member firms and serves as chair of the marketing committee for ProfitCrew, an association of public accounting firms designed to help construction industry members maximize their operational and financial performance. She is also the secretary of the Financial Institutions Forum, a nonprofit organization dedicated to the education of bank executives.

Snyder graduated from the State University of New York at Geneseo with a Bachelor of Arts degree in interpersonal and organizational communication. Experienced in both corporate and agency settings, she has assisted companies with marketing communications activities for 15 years.

She was honored at the 19th Annual AAM conference in San Diego, Calif. on June 5, 2008.

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The Association of Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The 500 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.