



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

Suzanne Verity Inducted Into Association for Accounting Marketing Hall of Fame

Kansas City, MO – June 15, 2006 – Suzanne Verity, Director of Marketing Services of PKF North American Network, was inducted into the Association for Accounting Marketing (AAM) Hall of Fame at the 17th Annual AAM Summit in Denver, Colorado on June 15, 2006. The Hall of Fame Award honors an individual's dedication to and promotion of the accounting marketing profession and the accounting industry as a whole.

A graduate of the Grady College of Journalism & Mass Communication at the University of Georgia, Suzanne has spent much of her career reporting on the accounting profession. Formerly, she was Executive Editor at Strafford Publications, Inc., where she directed editorial and product development for seven monthly newsletters, including *Public Accounting Report*, *CPA Marketing Report*, *CPA Managing Partner Report*, *CPA Personnel Report* and *Auditor Trak*. Suzanne and her editorial team won one of newsletter journalism's most prestigious awards for its breaking news coverage of the merger between Coopers & Lybrand and Price Waterhouse. Over the years, reporters at the *Wall Street Journal*, *New York Times*, Bloomberg Business News, Reuters, National Public Radio and *Inc.* magazine, among others, often turned to Suzanne for expert commentary on the accounting profession, and she has been quoted extensively.

Earlier in her career, Suzanne served as a professional services marketing consultant and as Director of Public Relations at a six-partner Atlanta-based CPA firm. She was instrumental in launching the Association for Accounting Marketing (AAM), a national non-profit association. She served on the board of directors for two consecutive terms and was chairman of AAM's public relations committee.

Outside of the accounting profession, Suzanne spent several years as Associate Vice President of the Arthritis Foundation's \$2.8-million custom publishing department. She was elected to successive terms on the executive board of Young Careers, a 2,000-member volunteer guild that supports Atlanta's High Museum of Art. Alternately, she served as vice-chairman of education, vice-chairman of communications and director of marketing for the organization. She is a charter member of the Southeastern chapter of the Newsletter Publishing Association.

###

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.