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FOR IMMEDIATE RELEASE

Lori Colvin Named Marketer of the Year at Association for Accounting Marketing Annual Summit

Kansas City, MO – June 7, 2007 – Lori Colvin was honored as the 2007 Marketer of the Year at the 18th Annual AAM Summit in Savannah, Georgia on June 7, 2007. Nominated 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.

Lori Colvin is the Marketing Director at Armanino McKenna, LLP in San Ramon, California. Colvin, who is in her ninth year at Armanino McKenna, was selected for the honor by a panel of judges from a field of applicants nationwide. She earned the award for her creativity and effectiveness in managing all aspects of marketing for her firm during a period of rapid growth. Colvin has built her reputation for excellence in strategic marketing and planning, brand building, and managing marketing and sales.

Armanino McKenna was the fastest growing regional firm in the nation last year, moving from 89th largest in the US to 41st largest in terms of revenue. Between 2004 and present, the firm grew from 100 employees and two offices to more than 260 employees and opened new offices in San Francisco, San Jose, and Irvine, California. Revenue jumped from about \$24 million in 2004 to more than \$50 million last year. The firm expects to hit \$60 million in 2007. Further, the firm's retention rate of 11 percent is more than twice that for national accounting firms.

Colvin's other accomplishments include an effective recruitment video (which won "Best in Show" at the AAM Awards), a 10-week sales initiative that far surpassed projections, a recruitment initiative that earned the firm 17 new recruits in 10 week program, the launch of a new Web site and the creation of an overall branding, public relations and advertising strategy that has increased the visibility of the firm and successfully supported both sales and recruiting.

"Lori Colvin is the kind of marketing strategist that other accounting firms would kill to have," says Andy Armanino, CPA and managing partner of Armanino McKenna. "But more than that, she has an astute business mind and has proven herself to be a true partner in the success of our firm. She's been especially effective for us in the areas of communications that promote recruitment and retention, which are crucial as we continue our fast pace of growth. Her recent recognition by AAM is very well deserved."

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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.