



Leadership Link



Another First!

Welcome to *The AAM Minute*, the latest communication tool for AAM members and friends of AAM. This e-newsletter will hit your inbox bi-monthly. It is designed as a supplement to *MarkeTrends*, your printed newsletter.

In *The AAM Minute* you will find quick links to events, conference news, chapter happenings and educational opportunities. It is designed to be quick and easy, and to keep you in touch with your association.

Thanks go out to the Communications Committee for making this member benefit happen.

Enjoy!

Neil Fauerbach
AAM President

Association for
Accounting Marketing

400 Admiral Boulevard
Kansas City, MO 64106
p:816.221.1296
f:816.472.7765

Calendar of Events

Visit the AAM Calendar of Events for a listing of educational offerings in the accounting profession.

AAM High!

Don't miss the great 2008 AAM High! lineup



Membership Update

AAMMatch!

The industry is continually challenged with obtaining, training and keeping quality marketers. AAM is in the process of launching a mentor program – AAMMatch! – that will be designed to allow experienced marketing professionals the ability to encourage, guide and promote “accounting marketing” as a viable profession. What better way to become entrenched in the industry and the association through networking than by being connected with a special individual who can help guide you through your new experiences or help excite those who may have lost a bit of the early excitement found in their careers. Keep watch for more information and updates.

Membership Numbers & Growth:

- Over past 10 years (1998 - 2008) - 178% growth.
- Over past 5 years (2003 - 2008) - 164% growth.
- Currently, 904 members worldwide.
- Goal is to reach 1,000 by 2010.

Education

The **2008 AAM High Virtual Learning Series** was just announced. Be sure to visit the link near the top of this e-newsletter to see the great lineup of speakers and topics. Sign up for the entire series and receive special, discounted pricing!

Don't miss any of the upcoming **Roundtable Discussion Calls**. Schedules and details are located at <http://accountingmarketing.org/roundtablecalls.asp>

Conference News



Dawn Wagenaar (dawn@ingenuitymarketing.com) and Laura Snyder (lsnyder@pkm.com), the 2008 Conference Committee Co-Chairs, would like to remind everyone to register for the AAM Summit and start working on your AAM-MAA entries!

Don't miss *AAM Summit 2008: Wild on Marketing* – register today! <http://www.accountingmarketing.org/secure/registra.asp>

AAM-MAA submissions are now open. For entry requirements, deadlines and complete details, visit us online at <http://www.accountingmarketing.org/conference.asp?ContentID=23>

Chapter Connection

There are ten local AAM chapters throughout the United States that actively promote the AAM mission. Although legally all are affiliated of one incorporated non-profit organization, chapters have their own officers, manage their finances and select their own projects according to interests of local members. Visit the AAM Web site to see if there is a local chapter in your area:

<http://www.accountingmarketing.org/local.asp>. If there is not and you are interested in starting a new chapter, contact AAM Headquarters at info@accountingmarketing.org or call 816.221.1296.

Erin Chavin, President of the **Los Angeles Chapter**, is pleased to welcome two new Board members: Emily Sobolewski of Gurse, Schneider & Co. LLP, VP of Communications, and Ian Farrington of Green Hasson & Janks LLP, VP of Membership.

Additional News



Q&A with Mark Miller Using the AAM Web site

Are you taking full advantage of AAM's

informative, user-friendly Web site? (www.accountingmarketing.org) Check out the Q&A below for some of the most frequent questions we receive, and, as an added bonus – the answers!

Q: Is there one place on the site that features links to every one of the site's pages?

A: Absolutely. We created it just for you. Access it by clicking on the Site Map button at the top of the home page.

Q: I'm thinking of joining AAM, but I'm just not sure whether I'll find it of value.

A: We love the fact that you don't rush into things. Perhaps you'd enjoy a free 30-day trial membership. Simply place your cursor over the home page's Membership Info link on the left and select the Trial Membership link from the pull-down menu. Isn't it wonderful how life works out sometimes?

Q: I'm so lonely. I'm the only marketer in my firm. Is there a live event where I can network with peers from across the globe, learn new marketing techniques to enhance my career, participate in sessions that address my needs, hear the latest industry trends, and revitalize my enthusiasm and commitment to the profession?

A: Dry those lonely tears and click on the Wild on Marketing jungle graphic on the site's home page. You'll learn all about the wonderful things AAM Summit 2008 can offer.

Q: I'd like to find a better job. And once I leave, my company will need to find someone to replace me.

A: No reason for both of you to be miserable. Check out AAM's Job Bank, the perfect way for members to find accounting marketing positions and for firms to find qualified professionals. On the home page, simply place your cursor over the Resources link and select AAM Job Bank from the pull-down menu.

Q: Rumor has it that there are some really cool areas on the site that are only accessible to AAM members. True?

A: Indeed. Click the Member Login button at the top of the home page. Once you login with your username and password, a world of wonder will open to you – or, to be more specific: the Member Directory, Job Bank Listings, AAM Speaks! Application, MarkeTrends back issues, Marketer Toolbox and Toolbox Templates. Okay, you can ooh and aah now.

Q: What is that Marketer Toolbox? It sounds interesting and yet I'm not handy with pliers and wrenches.

A: Relax, oh ye with little home improvement skills. These tools enable you to leverage the experience of others in the accounting marketing profession. Never hired a PR agency? Have to write personal marketing plans? Need a checklist for a seminar? Your AAM colleagues love you so much that they've created boilerplate documents that address these and many other accounting marketing situations.

Q: I have very particular questions or needs that could not possibly be addressed by your common Q&As. I need to write to or speak to an actual human being at AAM.

A: Hey, we get lonely, too. We'd love to hear from you. Simply click the Contact Us button at the top of the home page, and we'll thrill you with all the many ways you can contact us.

Mark Miller is the Marketing Communications Manager for
Stonefield Josephson, Inc., in
Los Angeles. You can contact Mark at mmiller@sjaccounting.com.

www.accountingmarketing.org