



### Leadership Link



Greetings from AAM Headquarters! It is hard to believe that our fiscal year is almost over and the 2008 Summit is just around the corner. It has been a fantastic year for AAM! We have seen our membership grow to 824. As in the past, we have directors of marketing and chief marketing officers making up the bulk of our membership. However, each year we see more and more growth in the

areas of additional marketing staff, vendors to the profession and even partners. And with membership from the US, Canada, parts of Europe and Asia, AAM truly is an International association.

Even though we still have some work to be done on our side, I am mentally ready for *AAM Summit 2008: Wild on Marketing* in sunny San Diego. The conference and education committees have done a great job in creating a lineup of top-rate concurrent and general sessions. The event will also offer numerous opportunities to renew old friendships and create new ones. If you have not yet registered for the annual Summit, you still have a bit of time...but hurry, as we are approaching AAM's first-ever conference sellout! Visit [www.accountingmarketing.org/conference](http://www.accountingmarketing.org/conference) for details and registration.

The annual AAM-MAA competition broke records in 2008! We have a forest of cardboard boxes at headquarters and our UPS and FedEx drivers are either our new best friends, or worst enemies, as we received 239 entries over the course of the competition. Judging was a long, productive day. The quality of entries continues to amaze me year after year. Be sure to attend the AAM-MAA Gala on Thursday evening, June 5 to see who takes top honors.

A reminder to everyone...AAM Headquarters is here to help make your AAM membership the best it can be for you. If you ever need anything from us, have questions about your membership or an AAM service, would like to serve on a committee or need to chat with a board member, do not hesitate to reach out to us. We look forward to speaking with you!

Hope to see you in a couple of weeks in San Diego!

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#### 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

AAM Membership continues to grow! Do you know a colleague who can benefit from AAM and our numerous resources? Send us their name and contact information and we will reach out to them. Remember, you can [try us for free for 30 days!](#)



## Education

### **Get Connected**

Contributed by Becca Davis, Rea & Associates, Inc.

As accounting marketers, we often find ourselves in uncharted territory. Whether you're working on a new project, weighing the options of a tricky decision or looking for some quality brainstorming, there's a one-stop-shop to meet your needs: "Connected," the AAM discussion list.

Ask a new question or poke around in the archives to view past discussions – but either way, you'll find that AAM members are more than willing to share their advice, opinions, resources and secrets of success.

Here are some of the most discussed questions last month. To view the full archive, including responses to these questions, [click here](#). You must be an AAM member to access this feature.

*I was wondering what firms are doing after they gain a new client? Do you send them a welcome letter? If so, would you be willing to share some sample letters? Do you include promotional items or other types of gifts?*

"Welcoming new clients," April 8, 2008, 16 posts

*My firm is contemplating using radio advertising, primarily for name recognition and to drive prospects to our Web site. The radio station plays "oldies" and targets adults 45 to 64 (baby boomer generation) with claims that the audience is "upscale" professionals and business owners. Price is about \$600 per month for 45 to 90 commercials. I'm interested in feedback about your experiences with radio ads:*

- *Did it work for you?*
- *Pros/cons of doing this type of marketing for an accounting firm?*
- *How do you define success?*
- *Any thoughts on if this type of advertising "cheapens" your company's image?*

"Seeking feedback on using radio ads for brand recognition," April 2, 2008, 10 posts

*I am interested to see what procedures other firms have in place for collecting testimonials from clients and referrals. Does anyone send a questionnaire to them to fill out on their own time? I have had a lot of trouble getting 10 minutes of people's time.*

"Testimonials," April 22, 2008, 6 posts

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**Best Practices - PR**

Contributed by Kristen Lewis, Goldenberg Rosenthal, LLP

Getting press coverage for your firm can be a challenge, particularly if you are located in a major media market. There is so much competition for a reporter's attention, that oftentimes extraordinary stories can be ignored if they hit on a busy news day. It is crucial to do the extra work that can get your message heard above the "noise" in your marketplace. To do so, you've got to think like a reporter and do your homework.

Here are some tips to increase your press visibility, excerpted from a Laura Bardey Sparks' article on the AAM Web site entitled "Fishing For Column Inches: An Insider's View of Media Relations":

1. Research your target publications, reading several issues to understand the audience and topic selection process before sending any pitches in.
2. Contact the editor/reporter to introduce yourself and ask about their publication's editorial needs; they are looking for new sources, so many would welcome your call.
3. Persistence pays off. Getting your pitch or spokesman rejected the first time is not the end of the world. Ask some probative questions to find out if another angle or approach would interest the reporter.
4. Make sure that you write a clear press release, with vital information right up top. Doing this will increase the odds that a busy reader will get your message on a quick read and consider its newsworthiness.
5. Follow the rules of the publications you have researched. Send the right information for their target audience and follow their preferred submission standards.

The full article is on AAM's Web site, [click here to read on...](#)



[Conference News](#)



There is still time to register for *AAM Summit 2008: Wild on Marketing!* Visit [www.accountingmarketing.org/conference](http://www.accountingmarketing.org/conference) for full details.

AAM would like to thank all the 2008 sponsors who have helped us get *Wild on Marketing!*

**2008 Sponsors:**

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 The Whetstone Group  
 Tuttle Printing & Engraving

**Chapter Connection**

**Los Angeles Chapter** – The LA Chapter members are gathering for dinner at the AAM Summit in San Diego. We'll meet at 7 p.m. on Tuesday, June 3, 2008, after the welcome reception and go from there. The restaurant details will be e-mailed out to the group later. If you are not already on the LA Chapter e-mail list, please contact Erin Chavin at [erin.chavin@mossadams.com](mailto:erin.chavin@mossadams.com).

**Houston Chapter** – Tuesday, June 17, 2008; 11:30 a.m. to 1 p.m. – DelFrisco's. Join members of the Houston Chapter for their bi-monthly networking event at DelFrisco's. Cost: \$30 member/\$40 non-member.

**Colorado Chapter** – Wednesday June 18, 2008 – Location TBA. Topic: High Impact Public Relations – It Starts With a Message. Speaker: Heather Lindeman, Managing Director - LeGrand Hart and Amy Estes, Associate Director - Le Grand Hart. Registration for this event will open soon. Cost: \$30 member/\$40 non-member.

For more information about AAM Chapters, [click here](#)

**Additional News****Interview with a Psychologically Healthy Workplace Award Winner**

By Mark Miller, Marketing Communications Manager at Stonefield Josephson, in Los Angeles. He will be speaking at the AAM

Summit 2008 on *Using Humor to Enhance Marketing*.

The American Psychological Association's Psychologically Healthy Workplace Award winners for 2008 represent the best from among winners recognized by its affiliated state, provincial and territorial associations. The winner in the Small For-Profit Category was Atlanta-based accounting and consulting firm, Porter Keadle Moore, LLP (PKM). I spoke with Laura Snyder, PKM's Director of Marketing, about her firm's award.

**What does this award mean for your firm?**

We believe that the people we pay over time are more important than the people who pay us. PKM is committed to developing programs and policies that promote a psychologically healthy workplace, not just because it is good for business but also because it is good for our employees. We recognize the importance of fostering physically and mentally healthy employees and this award affirms our efforts.  
[Click here to read on...](#)

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