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FOR IMMEDIATE RELEASE

Association for Accounting Marketing's Annual Rookie of the Year Award Nominations Now Open

Kansas City, Mo. - October 16, 2008 - Each year, the Association for Accounting Marketing bestows the Rookie of the Year Award upon an accounting marketing professional with two or less years experience who demonstrates service and initiative in their firm.

Do you know an outstanding marketing professional who's new to the industry? Are they the type who push up their sleeves and get down in the trenches? Have their achievements caused heads to turn? If so, he/she could be AAM's next Rookie of the Year!

As AAM continues to grow and recognize achievements of tenured marketers, the Board of Directors did not want to overlook the future leaders of the industry. The Rookie of the Year was created in 2005. AAM holds an open call for nominations that are reviewed by the AAM Hall of Fame members.

Don't let your outstanding marketer go unnoticed! What better way to show them you appreciate all of their hard work than by having them recognized in front of all their peers? You need not be an AAM member to nominate a candidate, but the nominee must be a member.

What are the requirements of the nominee?

- *In the accounting marketing field, for less than two years
- *A current AAM member

What are the judging criteria?

- *Demonstrated excellence within the accounting profession
- * Demonstrated excellence within AAM
- * Shown excellence, creativity, and initiative within their firm
- * Provided valuable service by contributing time and energy to improve the quality of their firm

Nominations will be accepted until **Friday, February 20, 2009**.

[2009 Rookie of the Year Nomination Form](#)

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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 more than 850 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.



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