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FOR IMMEDIATE RELEASE

AAM Continues 2008 Quarterly Virtual Learning Series: AAM High! Advanced Marketing Knowledge Delivered Right to Your Office

Kansas City, MO – November 3, 2008 – The Association for Accounting Marketing (AAM) is pleased to announce that the next seminar in its 2008 AAM High! quarterly virtual learning series will be ***Establishing a Recruiting Practice in Your Accounting Firm***. The conference call session, led by Christine Spray, Director of Business Development for Calvetti, Ferguson & Wagner, P.C., will be held **September 30, 2008** at 2pm Eastern.

Each AAM High! session provides a specialized, niche topic for those in accounting marketing and practice development — from the entry-level marketer to the seasoned veteran, from partner to practice development director. In ***Establishing a Recruiting Practice in Your Accounting Firm***, participants will learn the difference and skill set between human resource and recruiting personnel and their role within their firm, so that they will be able to identify the person responsible for establishing a recruiting practice in their accounting firm. Attendees will also learn valuable tips on how to create job descriptions, where to source candidates and the process of hiring the right person – phone interview, face-to-face interview, follow-up, reference checks, background checks, written offers, start date and most of all the importance of closing the candidate along the way.

AAM is dedicated to providing its members and the accounting profession with educational opportunities. AAM High! is an affordable and convenient alternative to staff travel. Each presentation is delivered via conference call at a desk or in a conference room to just one person or to an entire group. There is no limit to the number of people who may listen in on a single telephone line.

Christine Spray is the Director of Business Development at Calvetti, Ferguson & Wagner, P.C. In her role she is responsible for leading the firm's efforts in new business development, strategic planning and collaborative relationship development. Spray has over 15 years of broad-based sales, marketing, advertising, public relations, human resource & recruiting as well as business development experience in the health care, fitness, human resources, hospitality, and professional services industries.

Prior to her current position, Spray served as the former Director of Practice Development for a mid-size accounting firm in Houston, the Managing Director of a large staffing firm focusing on finance and accounting personnel, a Vice President of Sales and Marketing for a premier hospitality expert in Houston, a Regional Director of Sales and Operations for one of the largest real estate developers in Houston, and as the Manager of the largest Wellness Center in Houston. She offers a vast knowledge and experience in start-ups and restructures in the local Houston market. Spray also serves her community as an active Board member and volunteer in numerous citywide organizations and associations.

Details of each quarterly AAM High! session can be found at <http://accountingmarketing.org/webeducate2.htm>. The cost for the session is \$59 for AAM members and \$109 for non-members per phone line. For more information, please contact AAM headquarters at 816.221.1296 or visit us on the Web at www.accountingmarketing.org.

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The Association of Accounting Marketing is the only association in the country formed specifically to address the growing marketing needs of public accounting firms. The more than 850 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.