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FOR IMMEDIATE RELEASE

Association for Accounting Marketing announces AAM Summit 2006: Mile High Marketing

Denver conference will bring acclaimed resources to participants

KANSAS CITY, Mo. (June 16, 2006) – The Association for Accounting Marketing (AAM) hosted its 17th annual conference, AAM Summit 2006: Mile High Marketing, June 14 through 16 at the Hyatt Regency Denver in Denver, Colorado.

Keynote speakers included Amy Henry from NBC's hit business reality show, "The Apprentice" and branding consultant and business author Joe Callaway.

Henry discussed her experiences and "lessons learned" to help professionals move up in today's competitive business environment. She has spent the last ten years working for leading technology companies across the United States and has authored the highly praised book, *Speak Up, Step Up, Move Up*, in which she shares her secrets to success in the modern-day business world.

Callaway talked about the necessity of action in the marketing field. Extraordinary marketers, he says, must be masters of execution who control their own destinies. He discussed how market leaders can take action to sustain success and continually move their companies to the next level. Callaway is the author of *Becoming a Category of One* and *Indispensable: How to Become the Company Your Customers Can't Live Without*.

In addition, a panel showcased marketing professionals from Colorado-based businesses with annual sales in excess of \$500 million. The panel consisted of: G. Dwayne Chambers, vice president of marketing for Noodles & Company; Chris Mygatt, president and chief operation officer of Coldwell Banker Residential Brokerage; Karen Sutherland, director of corporate marketing for First Data Corporation; and Joe Hodas, Frontier Airlines' spokesperson.

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These highly experienced professionals offered tips and tricks to adapt core marketing efforts in the constantly changing marketplace, trends that impact initiatives and client relationships.

With record attendance of more than 475, including accounting marketing professionals, sales professionals and CPAs, AAM's annual conference also featured a number of various networking and social events, workshops and discussion groups for participants on four education tracks: beginner, intermediate, advanced and sales & business development. Outstanding marketers were honored at the conference's reception and gala with the organization's annual Marketing Achievement Awards.

To learn more about AAM and its annual conference, visit www.accountingmarketing.org and www.accountingmarketing.org/conference.asp.

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

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