



WE'RE ON CALL FOR YOUR NEWS MEDIA NEEDS

Marketing. Public relations. Growth management of accounting services.

These topics are an integral part of a successful accounting practice – and chances are, your media outlet looks for story ideas about them. The Association for Accounting Marketing is the only trade association of its kind for CPA and consulting firm marketers. Our members live and breathe accounting marketing, and they're eager to share what they know with you. As a result, we're happy to put you in touch with them so that you can quickly get the insight you need, on time and on topic. From providing story ideas, to experts for interviews to prepared content, we're here to help.

Here are just a few of the topics our members have been discussing:

- Defining the Role of Marketing and Sales in an Accounting Firm
- Encouraging Employees to Be the Brand
- IRS Section 7216's Implications on Accounting Marketing Efforts
- Marketing Best Practices for Accounting Firms
- Developing a Social Media Policy
- CRM Strategy and Implementation
- Client Advisory Boards
- Client Surveys
- The Value of Client Loyalty

Members in the News

Our Board members have been quoted in a number of publications, including:

- CPA Practice Management Forum
- Public Relations Society of America's Tactics
- CPATrendlines.com
- Business First of Buffalo
- CPA Leadership Report

GET CONNECTED

Executive Director Pete Pomilio and Assistant Executive Director Sara Elikor will put you in touch with an AAM contact that best suits your needs for expertise, services or location.

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You may also contact a local member of the 2010 AAM Board of Directors or AAM Chapter Presidents for your media needs.

About the Association for Accounting Marketing

Initiated in 1989, the Association for Accounting Marketing (AAM) provides resources and support to more than 800 CPA and consulting firm marketing and sales professionals, partners, firm administrators and representatives of businesses who offer products and services in the accounting industry. AAM members represent firms of all sizes, from local firms to the Big Four. Our members are located across the globe, although most are concentrated in the United States and Canada.