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FOR IMMEDIATE RELEASE

Three High Rollers Highlight Managing Partner Panel at AAM Summit 2004: *Odds On Excellence*

Kansas City, MO—March 22, 2004— The Association for Accounting Marketing (AAM) is proud to present its inaugural Managing Partner Power Panel entitled *Achieving Excellence: Building and Growing An Organization and A Profession* as part of AAM's annual summit to be held this year in Las Vegas, Nevada, June 9-11.

The panel will feature three of the profession's top Managing Partners – **Bob Bunting of Moss Adams**, **Gary Shamis of SS&G Financial Services**, and **Todd Mitchell of Elliott Davis** – speaking and answering questions on organizational change, overcoming challenges, growing your firm's practice through strategic marketing and much more. The panel, to be moderated by industry spokesperson and expert **Allan Koltin of PDI Global**, will take place on Thursday, June 10 at 8:30 a.m. in the Ballroom at the Venetian Hotel and Casino.

Panelist Bob Bunting is the incoming chairman of the AICPA and former Chairman and CEO of Top 10 firm Moss Adams, with offices in California, Oregon and Washington. At Moss Adams, Mr. Bunting is responsible for the firm's industry practices, mergers and acquisitions, new services development, strategic planning and firm policy. Mr. Bunting has served on several committees with AICPA, and is active in industry affairs throughout the country.

Joining Mr. Bunting on the panel is Gary Shamis, the Managing Partner for SS&G Financial Services with offices in Ohio and Northern Kentucky. Mr. Shamis has led SS&G to a growth rate of 20% a year over his 15 years in leadership. Mr. Shamis was the Institute of Management Accountants' "Financial Executive of the Year" in 2001. In addition to his role at SS&G, Mr. Shamis speaks to and consults with managers and partners of professional service organizations all over the world.

The third panelist is Todd Mitchell, Managing Shareholder of Top 50 firm Elliott Davis, LLC with offices in South Carolina and Georgia. Mr. Mitchell was named Managing Shareholder in July 2003 after serving as Shareholder-in-Charge of the firm's Strategic Advisory Services Group since joining the firm. A member of the Elliott Davis Executive Committee, Mr. Mitchell has spoken on and published articles on such topics as crisis communication, M&A strategies and strategic planning.

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The moderator of the panel will be AAM Hall of Famer and PDI Global, Inc. Chairman Allan Koltin. Mr. Koltin is an internationally recognized author and consultant who has appeared on CNN, WGN and FOX Networks, and has been quoted in such publications as *The New York Times*, *The Wall Street Journal*, *USA Today*, *The Los Angeles Times* and *The Chicago Tribune* just to name a few. In 2003, Mr. Koltin was again voted as one of the most influential people in the profession by *Accounting Today*, a recognition he has received in each of the past four years.

The conference also includes two optional pre-conference sessions, 30 workshops, roundtable discussions, and numerous networking functions. In addition, the conference will once again host the annual AAM Marketing Achievement Awards (AAM-MAA). Started in 1995, the AAM-MAA Awards recognize outstanding achievements in the areas of accounting marketing and communications.

More information about the conference can be found at the association's website at www.accountingmarketing.org/conference.asp

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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 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.

For more information about the 2004 AAM Marketing Summit in Las Vegas, Nevada, or to receive press credentials and a schedule of events, contact Granville Loar at 816.221.1296, or granville@accountingmarketing.org.