



Contact: Granville Loar, Executive Director,
Association for Accounting Marketing
Phone: 816.221.1296
E-mail: granville@accountingmarketing.org

FOR IMMEDIATE RELEASE

Association for Accounting Marketing Announces AAM Summit 2004: Odds on Excellence Keynote Speakers

Kansas City, MO – The Association for Accounting Marketing (AAM) will be hosting its 15th Annual Conference, *AAM Summit 2004: Odds on Excellence*, June 9-11, 2004 in Las Vegas, NV, featuring keynote addresses by highly acclaimed speakers Jeff Tobe, CSP, and Brian Biro.

Tobe will encourage participants to effectively use their innate creativity to their benefit in his presentation, *Coloring Outside the Lines*, while Biro's *The Unstoppable Spirit* will focus on how to thrive and excel in the face of abrupt changes, genuine adversity and immense obstacles.

"We are excited that both Jeff and Brian have agreed to join us in Vegas," said Sam Patrick, Director of Marketing for Elliott Davis, LLP in Greenville, SC, and conference co-chair. "They are both very thought-provoking and energetic speakers who will provide our conference attendees with information and tools they can utilize in both their professional and personal lives."

Through humor, wit and contagious energy, Tobe consults with organizations that urgently need to stay ahead of their marketplace. He has recently been dubbed *The Guru of Creatively Thriving from Change* by *Insider Magazine*, and is the author of the best selling book *Coloring Outside the Lines: Business Thoughts on Creativity, Marketing and Sales*. In addition, he is the co-author of *Success is a Decision of the Mind*, *The Communication Coach* and *The Sales Coach*.

Biro is one of the nation's foremost speakers and teachers of leadership, possibility thinking, thriving on change, and team building. He has been described by one of his repeat clients as having the "energy of a 10-year old, the enthusiasm of a 20-year old, and the wisdom of a 70-year old." *Beyond Success...The 15 Secrets of a Winning List*, his internationally acclaimed bestseller, has recently climbed to #71 on the Amazon.com *Top 100 Bestsellers* list. He has also written *The Joyful Spirit...How to Become the Happiest Person You Know!* and *Through the Eyes of a Coach - the New Vision for Parenting, Leading, Loving and Living!*

Themed *Odds on Excellence*, this conference seeks to provide accounting marketers with tools, ideas and strategies to help them excel in their careers and increase the profitability of

(more)

(add one)

their firms. This is one of the only conferences of its kind, devoted entirely to accounting firm marketing, and planned by accounting marketing peers in the industry. In addition to marketing professionals, partners seeking to start or improve their firm's marketing and business development programs will also attend.

"The level of excellence we all strive for as marketing professionals is evident in the line up of speakers at this year's conference," said Samantha Deeder, Director of Marketing and Operations for Miller Kaplan Arase & Co in North Hollywood, CA and conference co-chair. "Our '04 conference committee built on this theme and limited speaking invitations to only those considered the industry's best and brightest. This year is going to be one that sets a standard of excellence that will be hard to beat. If you are in any way involved in marketing for professional services- this is the conference you need to attend."

The conference also includes two optional pre-conference sessions, over 25 workshops, roundtable discussions, and various networking functions. The annual Association for Accounting Marketing Marketing Achievement Awards (AAM-MAA), which recognize outstanding achievements in the areas of accounting marketing and communications, will also be awarded at the conference.

More information about the conference can be found at the association's website at 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. 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, NV, visit the association's web site at www.accountingmarketing.org/conference.asp or to receive press credentials and a schedule of events, contact Granville Loar at 816.221.1296, or granville@accountingmarketing.org.