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### **Renowned Keynote Speaker Highlights 2011 Association for Accounting Marketing Summit**

Jon Gordon, a nationally acclaimed author and speaker on leadership, strategy and motivation, will provide the keynote address for the 2011 Association for Accounting Marketing Summit. Jon is the author of four books including **The Energy Bus: 10 Rules to Fuel Your Life, Work, and Team with Positive Energy**, an international best seller that has captured the heart of business leaders and readers around the world. Through his writing, consulting and speaking, Jon shares his passion for developing positive leaders, organizations and teams. Jon's positive spirit and simple transformative message empowers people to live and work with more vision, optimism, positive energy and purpose—creating a work culture where individuals and teams enhance positive communication and innovation, improve teamwork, overcome negativity and bring out the best in themselves and others. The Association is confident that Jon's keynote address will energize the crowd and create a memorable conference experience. To learn more about Jon Gordon's energetic presentations, visit [www.jongordon.com](http://www.jongordon.com).

The Summit will be held at the Fairmont Chicago Millennium Park June 7-10, 2011. General sessions range from topics such as personal growth and leadership to accounting marketing best practices related to social media, brand development and public relations. Additionally, the annual Association for Accounting Marketing-Marketing Achievement Awards (AAM-MAA) Gala will recognize the top marketing strategies and professionals in the industry.

Registration for the Association for Accounting Marketing's 2011 Summit, Take Your Firm to New Heights, is open. Conference details regarding speakers, events, hotel information and more can be found on the Association's interactive website, [www.aam.conference2011.org](http://www.aam.conference2011.org).

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The Association for Accounting Marketing is the only association in the country formed specifically to provide accounting marketers with the tools for professional growth and success. The association's membership of more than 800 members is comprised of marketing professionals, CPAs, 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. To learn more about AAM, please call 856-793-0806 or visit [www.accountingmarketing.org](http://www.accountingmarketing.org).