



Contact:
Granville Loar, Executive Director
Association for Accounting Marketing
Phone: 816.221.1296
Fax: 816.472.7765
E-mail: granville@robstan.com

FOR IMMEDIATE RELEASE

Association for Accounting Marketing Announces Headliners for Marketingpalooza Conference

AICPA President and CEO Barry Melancon and technology guru Scott Klososky to speak at 20th anniversary event

Kansas City, Mo., November 3, 2008 – 2009 marks the 20th Anniversary of the Association for Accounting Marketing's (AAM) annual summit and we're celebrating with two dynamic keynote speakers: American Institute of Certified Public Accountants (AICPA) President and CEO Barry Melancon and technology and business thought leader Scott Klososky. The conference will be hosted in Austin, Texas, June 2-5, 2009. Details are available at www.accountingmarketing.org/conference.asp.

Melancon has been active in defining the roles and responsibilities of the accounting profession and will speak about "Future Trends in the Accounting Industry." Klososky is known for his transformational programs about today's most progressive technology and the trends that are impacting businesses. Also on the list of featured speakers is Kelly McDonald, an expert on multicultural marketing and business trends, who will share, "How to Connect to People Not Like You."

In addition to the keynotes, the conference will feature a best practices roundtable event, a "Marketing Masters" panel luncheon, and 20 breakout session in topic areas including: Marketing Communications, Personal Growth, Firm Management and Business Development. AAM membership is not required to register for the conference.

The annual AAM Marketing Achievement Awards (AAM-MAAs) will be announced at a gala dinner during the conference on June 4. These awards recognize outstanding achievement in accounting marketing in a variety of categories.

###

About AAM

The Association for Accounting Marketing (AAM) is the only trade association of its kind that provides resources and support to over 875 CPA and consulting firm marketing and sales professionals, partners, firm administrators, and representatives of businesses who offer products and services to the accounting industry. For more information, visit: www.accountingmarketing.org.