



Contact:  
Pete Pomilio, MBA, Executive Director  
Association for Accounting Marketing  
Phone: 856-793-0806  
Fax: 856-439-0525  
E-mail: [ppomilio@ahint.com](mailto:ppomilio@ahint.com)

## **AAM Announces New Brand Identity**

The Association for Accounting Marketing (AAM) unveiled its new brand to attendees of the 2011 AAM Summit in Chicago. The Branding Task Force presented the rebranding process and results during the Networking lunch held June 8. The new refreshed logo design incorporates fresh green and bold blue colors, and, the tag line “growing people and practices” has been added to clearly illustrate the goals of the organization. In addition to the logo refresh, the collateral, website and other information pieces are being redesigned to reflect the new brand platform.

AAM is committed to serving its membership and the accounting industry with the latest marketing and business development strategies. As such, it is critical for the organization to remain on the leading edge of its own brand and communication strategies. In June 2010, AAM recognized the need to take a critical look at its current brand, communications model and membership benefits. A branding task force, composed of association members and administration, participated in the initiative. The task force uncovered the need for a refresh of both the brand and the communications model.

“It is an exciting time to be in the accounting marketing field. Marketing and business development practices within the industry are rapidly progressing and changing. AAM is committed to keeping its members one step ahead of the curve. Our brand and communications refresh demonstrates our commitment to leading edge practice and our ability to grow and adapt to the changes facing the accounting industry,” commented Scott Moore, current AAM president and director of marketing for Dixon Hughes Goodman LLP.

The new communications model includes the addition of a quarterly print publication, *Growth Strategies*, which will include thought leadership, insight tips and best practices as well as accounting industry news which effect marketing and business development. The goal is to provide an enhanced forum for sharing knowledge and information as a benefit to the membership which is composed of marketers, business development professionals and CPAs. The *AAM-Minute*, a monthly electronic communication, has been reorganized to focus on member news and information.

Moore went on to say, “Our goal is to become the voice of practice growth and marketing for the accounting industry by demonstrating to our membership thought leadership on topics such as service line and product development and changes in regulatory legislation that affect practice. Our new

publication, *Growth Strategies*, as well as other enhanced communication platforms will enable us to serve our membership with greater strength and resources.”

To learn more about AAM or to register to receive future AAM communications, visit, [www.accountingmarketing.org](http://www.accountingmarketing.org).

###

*The Association for Accounting Marketing (AAM) is the only association in the country formed specifically to enhance the accounting marketing and practice growth profession through education, networking and thought leadership. Founded in 1989, the association has more than 800 members, comprised of marketing professionals, business developers, CPAs, consultants, service providers, educators and students. AAM strives to help its members become more effective and valued practitioners and executive leaders. To learn more about AAM, please call 856-793-0806 or visit [www.accountingmarketing.org](http://www.accountingmarketing.org).*