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## **FOR IMMEDIATE RELEASE**

### **Association for Accounting Marketing Introduces 2005/2006 Board of Directors**

Kansas City, MO—July 1, 2005— The Association for Accounting Marketing (AAM) has announced its Board of Directors for the 2005/2006 term. Composed of some of the leading professional service marketers in North America, the Board will help guide AAM's continued growth.

#### **Gordon Lee - President**

Gordon Lee is the National Marketing and Communications Director for BDO in Canada, working to develop and lead strategic marketing initiatives across the country. Gordon is responsible for creating national advertising strategies, setting sponsorship and communication mandates, and, in conjunction with other National departments, developing programs that help BDO professionals become stronger business advisors to their clients.

#### **Jayne Bates – President-Elect**

Jayne Bates is the Director of Marketing for Carter, Belcourt & Atkinson, P.A. in central Florida. Jayne has been with the firm for sixteen years serving in the marketing capacity for the past eight years. As a Florida CPA, she spent the first eight years with the firm as a professional staff accountant. In addition to serving on AAM's board of directors, Jayne was involved the Speaker Selection Committee chairperson for AAM's 2002 National Conference and served as Conference Liaison for the 2004 and 2005 conferences.

#### **Neil Fauerbach – Vice President**

Neil Fauerbach has spent most of his working career in the professional services field, working with CPAs, architects, and engineers. Neil is the Director of Business Development and Marketing for Smith & Gesteland, a local firm in Madison, Wisconsin. He is involved in all areas of sales and marketing including research, public relations, sales training, direct marketing, event management, and consulting. Neil holds board positions on several for-profit and non-profit companies.

#### **Debra Skolnick – Treasurer**

Debra Skolnick is the Director of Marketing and Communications at Goldenberg Rosenthal, LLP in Jenkintown, PA. With over 20 years of professional service marketing experience, Debra has taught courses in professional services marketing at local universities and frequently speaks on this topic to various professional organizations. *CPA Marketing Report* honored Debra as its 2001 Accounting Marketer of the Year.

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**Susan Lanfray – Secretary**

As Director of Marketing at ERE LLP and its affiliate, Fiscal Management Associates, LLC, Susan is responsible for strategic planning, marketing, business development and communications programs for the firms and their specialized practice areas. In addition to serving on AAM's board of directors, Susan is a member of the *MarkeTrends* newsletter sub-committee, and co-chair of the AAM New York Metro Chapter, which she helped to create in 1995.

**Sally Glick – Immediate Past-President**

Sally Glick is the Chief Marketing Officer at J. H. Cohn LLP in New Jersey. Sally has spent over 20 years in accounting marketing. In 2003, *CPA Marketing Report* named her Accounting Marketer of the Year. In addition to serving on AAM's Board of Directors, Glick serves on AAM's Newsletter sub-committee and was Co-Chair of the 2002 national conference. She has been active in several local AAM chapters and has served on boards of a variety of other community groups.

**Colleen Rudio – Member-at-Large**

Colleen Rudio, the Senior Business Development Officer for First National Bancorp, Inc., directs the financial institution's strategic marketing and practice development programs for nine branch locations across Montana. As an active member of CPAmerica International, Inc., Montana State Society of CPAs, and Association for Accounting Marketing, Colleen sits on various national committees focusing on the professional development and educational advancements of accounting professionals.

**Karen Love - Member-at-Large**

Karen Love is the Director of Business Development for Pannell Kerr Forster of Texas, P.C. Karen enjoys collaborating with entrepreneurial business owners as she works to develop PKF Texas as Houston's leading advisory and accounting source. Karen currently chairs the AAM Speakers' Bureau Committee. In 2002, she was named the *CPA Marketing Report's* Marketer of the Year.

**Samuel Patrick - Member-at-Large**

Sam Patrick is the President and founder of Patrick Marketing & Communications in Greenville, South Carolina. He has a wide array of experience in strategic planning, event marketing, public relations, professional services, products and services development and management. He is actively involved in the American Advertising Federation, AICPA, Carolina First Center for Excellence and AAM, where he served as the 2004 Conference Co-Chair.

**Lisa Rozycki - Member-at-Large**

Lisa is the founder of LR Marketing Group in Wyomissing, Pa., a marketing consulting practice specializing in growing revenue of professional service firms through market analysis, planning & implementation, public relations, lead generation and business development. Lisa has over twenty years of experience in marketing, public relations, advertising and sales. She has held marketing management/sales positions in retail, publishing, transportation, and most recently, spent the last 8 years in the public accounting industry. The recipient of the AAM 2003 Volunteer of the Year Award, Lisa currently serves as the board liaison to the AAM Marketing Committee.

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**Jamie Trayner - Member-at-Large**

Jamie Trayner is a Manager with The Growth Partnership, a marketing consulting company working specifically with CPA firms. Jamie serves as the Outsourced Marketing Director for firms in California, Florida, Georgia, Oregon, Tennessee and Washington. Jamie has been a member of AAM since 1998 and has served on the Conference and Conference Exhibitors Committees. She has served two terms on the Conference AAM-MAA Committee and is also a past member of the Membership Committee.

**Cynthia Tonet-Stewart – Member-at-Large**

Cynthia Stewart is the Director of the Marketing and Sales Support Groups for the Pittsburgh office of PricewaterhouseCoopers, LLP, directing the marketing and sales support activities for all lines of service and industry practices in the office. Cynthia has been a member of AAM since the late 1980's and has been involved with the annual conferences, including chairing the Best Practices Forum in 2003. She currently serves as liaison to the Membership Committee.

**Kayte Steinert-Threlkeld – Member-at-Large**

Kayte Steinert-Threlkeld has more than 25 years of experience in marketing and communications, including 18 years dedicated to services marketing, ten in social services and eight in accounting firm marketing. She has served as marketing director at small, medium and large firms, including two Top 100 Firms. In March of 2005, she joined the staff of Anchin, Block & Anchin, LLP in New York City as co-director of business development. An active member of AAM for the past eight years, she has served on numerous conference and standing committees, including *MarkeTrends*. Kayte holds a Bachelor's Degree from the University of Connecticut and a Master's Degree from the University of Missouri.

**Anne Elvgren – Member-at-Large**

Anne L. Elvgren is Chief Marketing Officer at Blum Shapiro, a Top 100 accounting practice based in West Hartford, Connecticut. In this role, Anne serves as strategic advisor to the firm's leadership and staff of 150. A veteran of over 20 years in professional services marketing, Anne previously worked with two large architectural practices, consulted with several mid-size accounting firms and served as an executive in a major non-profit organization. She currently serves as liaison to the Chapter Development Committee.

For additional information on the Board members or the organization, contact AAM headquarters at 816.221.1296 or [info@accountingmarketing.org](mailto:info@accountingmarketing.org).

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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.*