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**2010 AAM Summit Keynote: Mastering the Challenge of Change**

*Séan McArdle to share how to keep clients and build business*

The Association for Accounting Marketing announced that Séan McArdle, the “\$100 Million Salesman,” will be the keynote speaker at their 2010 Summit, entitled “Building Strong Foundations For Firm Success.” The event will officially kick off with McArdle’s speech and a series of breakout sessions on Wednesday, June 23.

A master motivator and speaker in the areas of sales, negotiation, strategic planning and personal development, McArdle will discuss the challenges and opportunities firms are facing in the current marketplace. The changes faced in today’s economy demand that companies implement organizational change toward client building and client retention. This presentation is designed to help marketers and accountants implement the kind of cultural changes that keep clients and help firms build business over time. Attendees will learn the skills of developing a retention program and how to change group behavior to drive it.

The Summit will take place June 22-25 at the Grand Hyatt Washington in Washington, D.C. It will feature tracks for rookie, intermediate, business development, and partner level attendees, as well as a new executive track for experienced marketers. General sessions will include a roundtable discussion on best practices in accounting marketing, a session on effective lead generation and “60 Ideas in 60 Minutes.”

Registration for the Summit is now open. Attendees can register online as well as interact with speakers and other attendees on the association’s first ever interactive conference site. For additional information, visit the Summit web site at [aam.conference2010.org](http://aam.conference2010.org) or call 856-793-0806.

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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 more than 800 members are 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 [accountingmarketing.org](http://accountingmarketing.org).*