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New structure to help association increase communication and project efficiency

The Association for Accounting Marketing announces restructure

Restructure

Effective July 2010, the Association for Accounting Marketing (AAM) will put into effect a restructure of its committees to help with efficiency and communication among committee and subcommittee volunteers.

The current AAM structure was developed more than 20 years ago, and is not as effective today as it once was. Because the committees are set up as tactical units, a “silo” effect has been created and affects how AAM delivers membership benefits, educational offerings, and communications. Each committee works on their own project without knowledge of the “big picture” or how their projects relate to other AAM initiatives.

The concept of reorganizing AAM’s structure is based on two major shifts of thinking. First, the structure will be broken into two strategic units: Education and Membership. Both of these units represent the core of why AAM exists. Their focus will be to carry out the objectives set by the Board on an annual basis. There will be an assigned PR person on each subcommittee whose sole responsibility will be to communicate the projects being developed. That person will then feed that knowledge to the Communications Committee. The second shift of thinking involves setting up the subcommittee as single-focus tactical units. This will improve volunteers’ understanding of their roles and help expedite projects.

Call for Volunteers

AAM accomplished a lot in the last year including a successful transition to a new Headquarters office, a new interactive conference Web site, the development of a communications task force, a compensation survey, and even more. This work would not have been accomplished without the hard working, passionate AAM volunteers.

There are more initiatives planned in the upcoming year and the more volunteers we have, the more value we can offer to the membership at large. We're looking for a few passionate members to help fill open positions throughout the various AAM committees. If you are ready to become active at the national level and improve your leadership skills while expanding your professional experience, volunteer to serve on a committee, subcommittee, or task force. [Click here](#) to view our Committee Volunteer form or visit our [website](#) to see how you can get involved.

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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.