

FOR IMMEDIATE RELEASE

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Association for Accounting Marketing Teams with Association Headquarters, Inc.

MOUNT LAUREL, N.J. – Association Headquarters, Inc. (AH), a leader in the association management profession, is pleased to announce the Association for Accounting Marketing (AAM) as a new client partner.

AAM is a national organization and is the only trade association of its kind that provides resources, education, seminars, workshops, support and a global network to the accounting marketing industry. Its membership includes accounting firm marketers from “Big Four” and other national, regional, local and sole proprietor firms. Others include sales and business development professionals, accounting partners, firm administrators, consultants, vendors, trade press, educators and students. Inherent in this mission is a focus on education and professional skills development to enable its members to add value to their firms and act as a compass for the rapidly changing competitive environment.

A leader in the association management profession since 1978, AH’s team of more than 130 association management experts is poised to bring more benefits, education and support to the AAM Board, its members, and to the general public. AH’s services include association management, convention and exhibition management, public relations, government relations, creative services, publication management, Web site services, industry standardization and certification programs, and administrative support. This new strategic partnership will help AAM achieve its goals of increasing visibility, expanding membership recruitment and development, and bringing more benefits to its members.

“The AAM Board of Directors is extremely excited about the opportunities that lie ahead for AAM,” said Jamie Trayner, President of AAM. “After our strategic planning meeting last fall, we unanimously agreed the association is primed to take a quantum leap and needs to become an even greater resource to our members. Partnering with AH will, without a doubt, take us there.”

The AH staff will oversee budgeting, financial management, membership recruitment and retention, publicity and new program development. In addition, the AH staff will work in concert with the board and its committees and act as the liaison for members and the public.

“We’re honored that AAM has chosen AH as its management company. We believe a partnership between our organizations will be mutually beneficial to the overall success of both groups,” said AH President and Chief Operating Officer, Robert Waller, CAE. “We are excited to work with AAM and look forward to doing great things together.”

To learn more about AAM, visit www.accountingmarketing.org. For more information about Association Headquarters, Inc., visit www.associationheadquarters.com.

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