



**Contact Information:**

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**FOR IMMEDIATE RELEASE:**

**Legacy Marketing Team Attends AAM Conference**

Chicago, IL, July 1, 2010 – Julie Tucek, Marketing Director and Courtney Fujara, Marketing Coordinator of Legacy Professionals LLP recently attended the 21<sup>st</sup> Association for Accounting Marketing (AAM) Summit: Building Strong Foundations for Firm Success, held June 22-25 in Washington, DC. Tucek recently completed a one-year term as AAM President on July 1, 2010. Fujara serves on AAM’s *MarkeTrends* Committee.

More than 400 marketers from the U.S. and Canada attended the four-day conference. During that time, they gained exclusive access to the most innovative minds in the industry, with programs focused on new ideas and timely topics directly relating to current challenges and opportunities they face in the accounting industry. They strengthened their knowledge of key issues and built upon strategies that could impact their firm’s bottom line. This year’s program addressed marketers of every level; from first year rookies to experienced executives with ten plus years in the industry.

The majority of conference attendees are current AAM members, including Tucek and Fujara. AAM is the only association in the country formed specifically to address the growing marketing and business development needs of public accounting firms. Members are marketing professionals, certified public accountants and consultants, vendors, educators and students who seek to expand the business of public accounting. Accounting marketers are already looking forward to the 2011 AAM Conference, which is scheduled for June 7-10 in Chicago. Visit [accountingmarketing.org](http://accountingmarketing.org) for more information on AAM and [legacypas.com](http://legacypas.com) for more information on Legacy Professionals LLP.

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