

Ronnie Sanford to Speak at Houston Chapter of Association for Accounting Marketing

Houston, TX - October 17, 2006 - Sanford Group announced today that their CEO, Ronnie Sanford would speak at the upcoming Houston Chapter Association for Accounting Marketing (AAM) meeting, being held on October 17, 2006.

The presentation, titled Getting Your Fair Share – For Professional Service Providers, presents an in-depth look at how customers purchase professional services and discusses the marketing vehicles and techniques best used to reach them. Topics to be covered include:

- How Clients Buy
- Positioning Professional Service Firms
- Differentiating Professional Service Firms
- Marketing Professional Service Firms – Tools & Tactics

“Sanford Group believes that for professional services marketing to be effective it should be focused nearly exclusively on promoting the reputation and relationships of the provider,” said Karen Love, Director of Practice Growth at Pannell Kerr Forster, P.C. “In a world that is all about branding and buzz generation, Sanford Group’s message is an effective and refreshing concept. I am thrilled to have them speak to our group.”

“Unlike so many others, Sanford Group truly understands how to market professional services firms,” said Christine Spray, Director of Practice Development at GLO CPAs, LLP. “Their message isn’t like anyone else’s. Highly recommended.”

The Association for Accounting Marketing has consistently provided cutting edge marketing education and professional skills development to their members,” said Ronnie Sanford, Chief Executive Officer at Sanford Group. “In doing so they have greatly advanced the use of marketing in the accounting field and I am pleased to collaborate with them.”

The October 17, 2006 meeting will be held from 11:30 AM to 1:30 PM at the Doubletree Guest Suites at 5353 Westheimer, Houston, Texas. Cost to attend is \$25 for members and \$35 for nonmembers. To register, email Hillary Wallis at hwallis@gddcpa.com, or call 713-333-3220.

About Association for Accounting Marketing

The Association for Accounting Marketing’s primary mission is to act as a catalyst for furthering the marketing and sales efforts of our participating firms. Inherent in this mission is a focus on education and professional skills development to enable our members to add value to their firms and act as a compass for the rapidly changing competitive environment.

About Sanford Group

Sanford Group helps clients improve their business performance by ensuring that new products and services are developed successfully and launched in the most effective manner. Recognizing that more than half of all new offerings fail, Sanford Group collects and analyzes market data to create actionable strategies that resonate with customers. Sanford Group services



include strategic marketing, public relations, marketing communications, design services and consulting. For more information, please visit www.sanford-group.com.

For those interested in learning more about marketing professional services, Ronnie Sanford's interview on Houston's Business Channel 11 titled "Marketing Professional Services" is now available via download. The video of the interview can be downloaded at www.sanford-group.com/interview.htm.

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