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**Kristy Short** • Jan. 13, 2009

SAS Communications 360, LLC (SAS) principal, Kristy Short, has announced a newly formed partnership between her public relations and marketing firm and RootWorks, LLC—the new consulting arm of leading accounting practice Root & Associates, LLC. Short is working hand-in-hand with RootWorks' managing partners to publicize its consulting services, specifically the launch of its Leadership Communities. SAS specializes in public relations and marketing services for the tax and accounting profession.

“I'm excited to be part of the launch and promotion of RootWorks.

The initiative is lead by Darren Root who is known for his tech-savvy vision and expertise in applying best practices to increase process efficiencies firm wide,” said Short. “Through the newly established RootWorks Leadership Communities, Root is taking his expertise to the streets with a focus on helping small to mid-sized accounting firms prosper. I'm happy to be a part of it.”

RootWorks Leadership Communities are exclusive groups (or forums) comprised of forward-thinking tax and accounting firms. Community members are brought together twice a year to share best practices, examine common issues, and identify workable solutions. While onsite, members engage in roundtable discussions, leadership and software training, and are updated on current technologies to help operate their firms at peak efficiency.

“We are just as excited to work with SAS Communications 360, and specifically Kristy Short on this initiative. With media and marketing services that cater to the CPA, she's exceptionally knowledgeable about firm workflows, the importance of integrated software, and in general what CPAs need to be successful,”

said Darren Root, RootWorks CEO. “Our media relations and marketing efforts

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SAS Communications 360 (SAS) provides public and media relations, marketing collateral and campaign development, and professional writing services exclusively for the tax and accounting profession. Offering a full-circle of options, clients can build a custom package to meet their unique communications needs. SAS applies fresh thinking and a 360-mile-per-hour energy level to create programs that incorporate tried and true public relations and marketing standards, while leveraging

Web 2.0 technologies to exponentially increase client visibility. For more information, visit [SAScommunications360.com](http://SAScommunications360.com).

### **About RootWorks, LLC**

RootWorks, LLC is the consulting division of Root & Associates CPAs and is dedicated to providing premier practice management strategies to small and mid-sized CPA firms across the country. An integral component of the RootWorks business model is the development of RootWorks Leadership Communities.

Communities

are comprised of leading tax and accounting firms that partner to share experiences, knowledge, and stay apprised of the latest technology innovations. For more information on RootWorks, visit [www.RootWorks.com](http://www.RootWorks.com).

Technology

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