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Bonnie Buol Ruszczyk, founder and president of Atlanta-based professional services marketing firm bbr marketing, will join the board of directors of the nation's premier organization focused on marketing for accounting firms and individual accounting professionals. The [Association for Accounting Marketing](#) (AAM), a 700+ member organization dedicated to helping the financial services community grow their practices and communicate with their audiences, will begin its 2016-2017 year with the newly appointed leaders on July 1.

The group's eleven board members join a five-member executive committee and new president Kristen Lewis to provide guidance and leadership for the organization. AAM supports the accounting profession with a variety of programs and resources that educate practitioners, provide marketing solutions and prepare them to meet the many challenges of today's business landscape. Publications, meetings, webinars, networking opportunities, benchmarking and other research data, career development support and educational events are among the association's many offerings for its members.

A longtime volunteer with the organization, Bonnie has been instrumental in the

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allow me to make meaningful contributions that help connect members of the profession to the extensive marketing opportunities available to them today and help enhance the role that marketers play in the industry and their individual firms.”

In conjunction with the newly refreshed board, AAM will also be doing some refreshing of some of their member resources. As part of these updates, Bonnie's firm bbr marketing has been selected to provide updated design and editorial guidance for the organization's quarterly magazine, *Growth Strategies*, over the coming year. “The publication provides some great insight and resources for accounting marketing professionals. Being a part of team that will help provide that information and deliver it to members is exciting,” says Bonnie. “I can't wait to see what the profession has in store for us this next year.”

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