

NEWS RELEASE

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Annual AAM Summit Features Delaware Organizing Entrepreneur

Statewide – Delaware’s own nationally recognized business productivity consultant and motivational speaker Jocelyn Coverdale will conduct an educational workshop at the annual AAM Summit in Denver, June 14-16, 2006. The AAM Summit is a conference designed to educate accounting industry professionals, providing practical solutions to the many challenges faced by firms nationwide.

Coverdale’s workshop, entitled “Getting Things Done: Personal Productivity Strategies” discusses crucial organizing skills, productivity strategies, and professional tips on effectively handling today’s complex and often overloaded work environment.

“In the course of providing quality professional services to support a firm’s growth, the barrage of “stuff” landing on the average executive’s desk can quickly overwhelm and derail even the most carefully planned day,” explains Coverdale.

The “Getting Things Done” session will take participants through a process “from the outside in” to create a productive work environment and effectively manage the workflow through it. The workshop also provides tips on how to improve time, task and project management; conquer techniques for mental focus and clarity; and identify and overcome personal obstacles to productivity such as procrastination and chronic over-scheduling.

Coverdale is an IBM-certified technical trainer, an authorized consultant with Hemphill Productivity Institute, a time management specialist trained with Ontario-based Harold Taylor Time Consultants, Inc., a Paper Tiger authorized consultant, a technical representative for EasyReach search software, and an instructor in productivity tools such as ACT! contact management software, Outlook, and Lotus Notes. In addition, she recently received a NSCGD certificate of study in Chronic Disorganization.

Coverdale’s firm, Ballantrae Organizing Solutions, provides productivity training and office organizing consulting for clients throughout the country. Clients include entrepreneurs, professionals, non-profit organizations, and small to mid-sized corporations. Since 1994, she has partnered with such well-known names as PECO Energy, Campbell’s Soup, CoreStates Bank, Hay Group Management Consultants, Wilmington Trust Company, and DAP Adhesives. Coverdale has also provided her

expertise and insight to diverse groups and organizations nationwide at a variety of conventions and conferences like the AAM Summit.

The AAM Summit is the only conference of its kind, devoted entirely to accounting firm marketing. The June conference will offer participants cutting-edge tools, strategies, and ideas designed to help them achieve their goals. In addition to Coverdale's productivity workshop, the conference will also tackle important topics such as cross-selling and branding.

The AAM Summit is sponsored by the Association for Accounting Marketing (AAM). AAM is the only trade association of its kind to provide resources and support to over 600 CPAs, consulting firms, marketing and sales professionals, partners, firm administrators, and representatives of businesses in the accounting industry.

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