



FOR IMMEDIATE RELEASE

**SULLIVAN JOINS NSA CONVENTION “A-TEAM”  
TO PRESENT BUSINESS DEVELOPMENT STRATEGIES  
IN SAN DIEGO**

**Tempe, Ariz. March 2007** -- Vickie Sullivan, premiere market strategist, has been selected to present the Business Development “Mega Session” at the National Speakers Association Convention, July 9-12, 2007, in San Diego.

The convention team is “committed to creating a breakthrough experience for even the most advanced speaker,” and Sullivan is an integral part of the plan to make this convention unlike any other in NSA history. Sullivan, highly sought after as a nationally recognized, top market strategist for experts, is looking forward to presenting her latest findings on branding trends. “I’m thrilled and honored to present the latest market trends and branding strategies to a group so dedicated to making a difference,” says Sullivan. In keeping with the “Deep and Different” theme of the convention team, Sullivan’s contribution to this year’s convention should prove to be an enlightening experience not to be missed.

The National Speakers Association (NSA) is the leading organization for professional speakers. NSA's thousands of members include experts in a variety of industries and disciplines, who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more. Since 1973, NSA has provided resources and education designed to advance the skills, integrity and value of its members and speaking profession.

Since 1987, Vickie Sullivan has helped thousands of prominent experts increase their influence with customized strategy and branding solutions, making her uniquely qualified to speak at the NSA event. She speaks throughout the U.S. and Canada about positioning experts in high-fee speaking markets and her market intelligence updates are distributed in the U.S. as well as globally. Vickie’s articles have been published in a wide variety of publications, including USA Today magazine and the Handbook of Business Strategy. She has also been quoted in mainstream media such as Fortune.com, The New York Times, and Investor’s Business Daily.

Online registrations are being accepted at [www.nsaspeaker.org](http://www.nsaspeaker.org).

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