



FOR IMMEDIATE RELEASE

**SULLIVAN JOINS LINEUP OF NSA ROCK STARS
TO PRESENT LATEST MARKET TRENDS AND STRATEGIES
IN NEW YORK CITY**

Tempe, Ariz. March 2008 -- Vickie Sullivan, premiere market strategist, returns for an encore presentation at the National Speakers Association Convention, August 2 - 5, 2008, in New York City.

Back by popular demand, Sullivan will update attendees with her latest analysis of where the market is moving, why most speakers get left behind and what they can do to get booked now. Highly sought after as a nationally recognized, top market strategist for experts, Sullivan is looking forward to presenting her latest findings. "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 "NSA Rocks NYC" theme of the convention team, Sullivan's blend of sassy style and dead-on market intelligence should make for an 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.

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MEDIA CONTACT:

Debbie Tester
303-699-5773
debbie@sullivanspeaker.com