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**Association of Independent Information Professionals Announces
Conference Speakers John McQuaig and David Meerman Scott
to Present at 2011 Annual Conference**

BATON ROUGE, LA (February 3, 2011) -- The Association of Independent Information Professionals (AIIP) is pleased to announce both the Keynote Speaker and the Roger Summit Award Winner for its 25th Annual Conference. The conference will take place at the Hilton Vancouver Washington on April 7-10, 2011.

John McQuaig, CPA, CMC, will present his keynote address entitled "Price Your Services for Success" on Friday, April 8, 2011. McQuaig is CEO of McQuaig & Welk, PLLC (Wenatchee, WA), a firm that helps its clients' businesses improve their operational processes, practices, and bottom-line results.

McQuaig is also the founder and chairman of North Cascades National Bank, headquartered in Chelan, Washington, a \$250 million institution, with more than a hundred employees, as well as many other enterprises and nonprofit ventures.

McQuaig is an experienced mountaineer, having made his way to the summit of several of the world's highest mountains up to almost 24,000 feet. His book, *Parallel Peaks: Business Insights While Climbing the World's Highest Mountains* (HRD Press, 2007), explores the similarities between mountain-climbing and managing a successful business.

McQuaig's experience in consulting with organizations has caused him to study and experiment with many pricing models over the years for both general consulting and IT outsource consulting. (Learn more about John McQuaig at www.JohnMcQuaig.com.)

AIIP has also announced that it will honor David Meerman Scott, author of *The New Rules for Marketing & PR*, with the Roger Summit Award for 2011.

The award will be presented to Scott during the conference in Vancouver on Saturday, April 9, 2011. He will be the 12th person to receive this distinction, which is named after Roger Summit, founder of Dialog (www.Dialog.com), the world's first online, multi-database information retrieval system to be used globally. The award, given by the Past Presidents of AIIP, is presented to "an individual who will inspire and challenge AIIP members, thus contributing to our continuing education and development."

Scott is a "recovering" VP of marketing for two publicly traded technology companies and was also Asia marketing director for Knight-Ridder, at the time one of the world's largest newspaper and electronic information companies. He has lived and worked in New York, Tokyo, Boston, and Hong Kong and has presented at industry conferences and events in over twenty countries.

His book, *The New Rules for Marketing & PR*, opened people's eyes to the new realities of marketing and public relations on the Web. Six months on the BusinessWeek bestseller list and published in more than 25 languages from Bulgarian to Vietnamese, *New Rules* is now a modern business classic.

Scott's popular blog (www.WebInkNow.com) and hundreds of speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers. His new book *Real-Time Marketing & PR* achieved #2 on the *Wall Street Journal* bestseller list upon its release in November 2010.

During the conference, Scott will give a presentation entitled "Real-Time Marketing & PR" in which he addresses how to instantly engage a market, connect with customers, and create products that will grow a business.

About AIIP

The Association of Independent Information Professionals (AIIP, www.aiip.org) is the premier industry association for independent information professionals. The membership consists of more than 500 business owners from countries around the world whose firms provide information-related research and consulting services across a wide variety of industries. AIIP's members specialize in business research, competitive intelligence, market analysis, database development, training, and library management consulting. Some of the vertical industries AIIP members work in include scientific, medical, pharmaceutical, regulatory, information technology, education, financial services, manufacturing, nonprofits and life sciences.

For more information about the Association of Independent Information Professionals, contact AIIP headquarters in Baton Rouge, LA, at 1.225.408.4400 or office@aiip.org.

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