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CONTACT:

Jocelyn Sheppard  
724-413-1167  
conference@aiip.org

**AIIP Conference Offers Full Slate of Entrepreneurial-Minded Speakers**

Albuquerque-area residents are invited to take part in the 23rd Annual Association of Independent Information Professionals (AIIP) Conference, March 26-29, at the Albuquerque Marriott Uptown.

According to conference coordinator Jocelyn Sheppard, "Topics covered here such as search engine optimization, marketing strategies on any budget, and 'getting things done' will be useful to a wide range of entrepreneurs and small business owners. Our program also provides plenty of time for formal and informal networking."

The conference offers a full slate of speakers on topics as varied as branding and emotional intelligence. Featured speakers include:

- \* Ulla de Stricker, president of de Stricker Associates -- "So what do you do, exactly?" -- Tips on Branding for Information Professionals
- \* Char Kinder, principal at Discovery Works -- The EQ Advantage – ways to “read” your clients better, successfully manage client relationships, and grow your business.
- \* Doug Fine, author of *Farewell, My Subaru* -- Reaching Beyond Expectations and Achieving Success Outside of Pre-Conceived Models (Fine will be signing copies of his book after this free lecture)

The full program is available on the AIIP web site (<http://www.aiip.org/conference>). Single-day conference rates are available.

*About AIIP:*

*The Association of Independent Information Professionals (AIIP) is the premier industry association for information professionals working independently. The organization's membership consists of nearly 600 business owners from more than 25 countries. Members' firms provide information research and consulting services across a wide variety of industries. AIIP's website is [www.aiip.org](http://www.aiip.org).*

*The services provided by AIIP members include business research, competitive intelligence, market analysis, database development, training, and library management consulting. Some of the vertical industries AIIP members work in include health care, information technology, manufacturing, financial services, and education.*

*For more information about the Association of Independent Information Professionals,  
contact AIP headquarters at (225) 408-4400 or [office@aiip.org](mailto:office@aiip.org)*

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