



NEWS

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DENVER, COLORADO, March 15, 2001 – On Saturday, April 17, 2004, Colorado Independent Publishers Association (CIPA) welcomes Dottie Walters, internationally celebrated speaker, bestselling author, and speaking career consultant. Dottie has produced dozens of bestselling speaking and marketing products that have sold by the thousands worldwide. Learning even a few of her secrets will help you turn any publishing project into an information empire! In the program *CORPORATE SPONSORSHIP: Three Ways to Get Paid Huge Profits for Who You Are, What You Know, and Who You Know*, Ms. Walters will share her successful methods with independent publishers on how to:

- * Double and triple your fees every time you speak
- * Become a high-paid national spokesperson
- * Get corporate fees for your youth and education presentations
- * Get paid to give away their products--and yours

Dottie Walters is president of Walters International Speakers Bureau as well as a founding member of the National Speakers Association (NSA) and founder of the International Association of Speakers Bureaus (IASB). She has helped pioneer the professional speaking industry and continues to shape the world of public speaking as we know it today. She has been interviewed on CNN, ABC, Good Morning America and hundreds of other TV and radio programs, newspapers and magazines worldwide. She has sold hundreds of thousands of copies of her more than 50 speaker products, including the globally popular book *Speak & Grow Rich*, published by Prentice Hall. One of the premier sales and motivational speakers, Dottie is world renown for her speaking, seminars, products, consulting and her own newsmagazine, *SHARING IDEAS* for professional speakers.

This meeting of Colorado Independent Publishers Association will be held at the Red Lion Hotel Central Denver, 4040 Quebec Street. Registration and a continental breakfast will begin at 8:00 a.m. CIPA business, "Star Time," and a special presentation by CIPA Webmaster, Shannon Parish, will take place from 8:30 to 9:30 a.m. The featured speaker and will begin at 10:00 a.m., followed by Roundtable discussions until noon. Registration by 4/13/04 is \$10 for CIPA members and \$25 for guests. Registration on 4/14/04 or after is \$20 for CIPA members and \$30 for guests. **Media representatives are welcome to attend for free, but please register.** To register go to www.cipabooks.com.

Colorado Independent Publishers Association (CIPA) is a nonprofit statewide cooperative of independent book publishers. CIPA was created in 1992 for the express purpose of exchanging information on publishing-related topics and organizing cooperative marketing programs. It is an affiliate of Publishers Marketing Association (PMA) and Small Publishers Association of North America (SPAN). For more information, please visit the website at www.cipabooks.com.