

# HonorsLecture

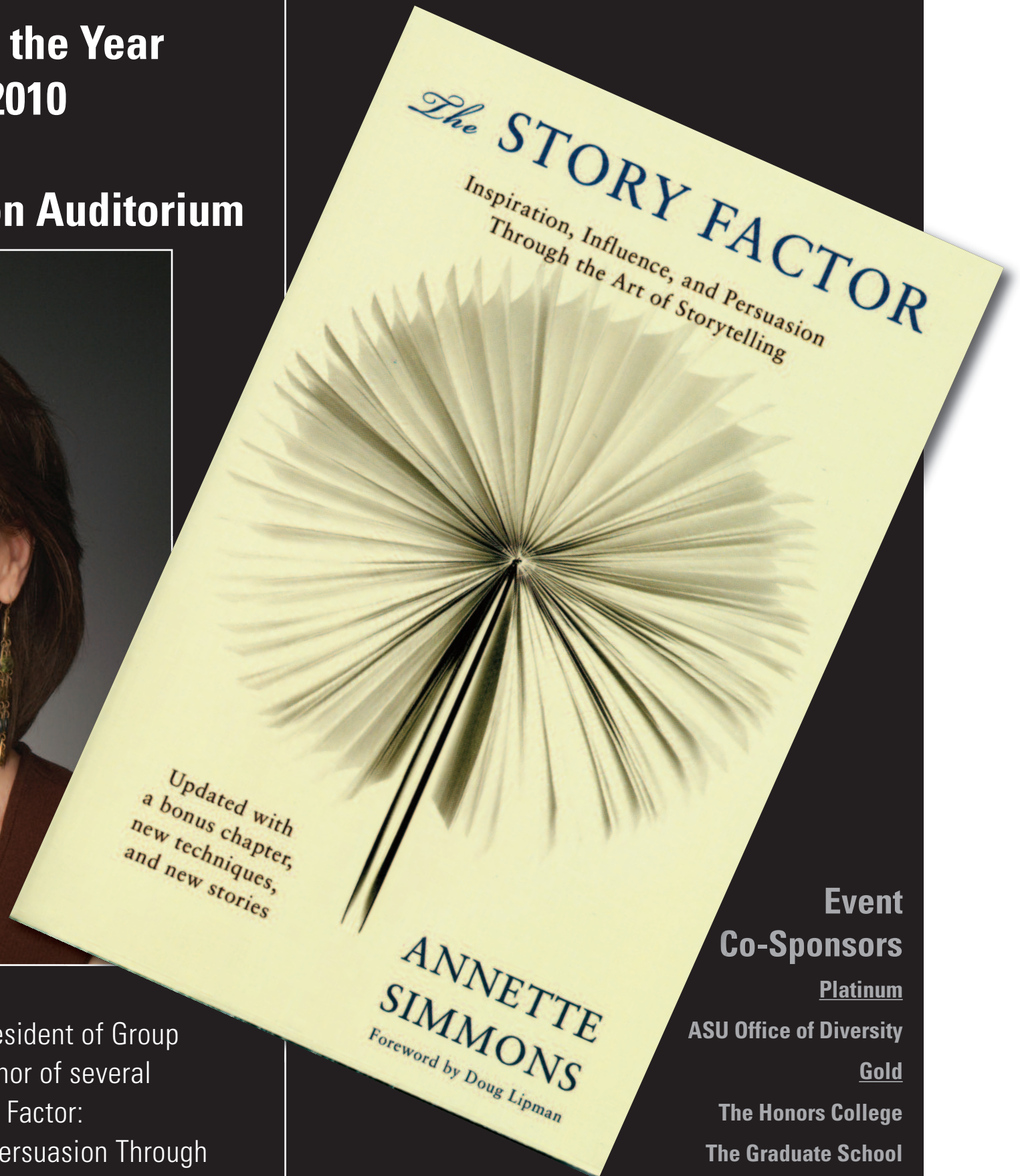
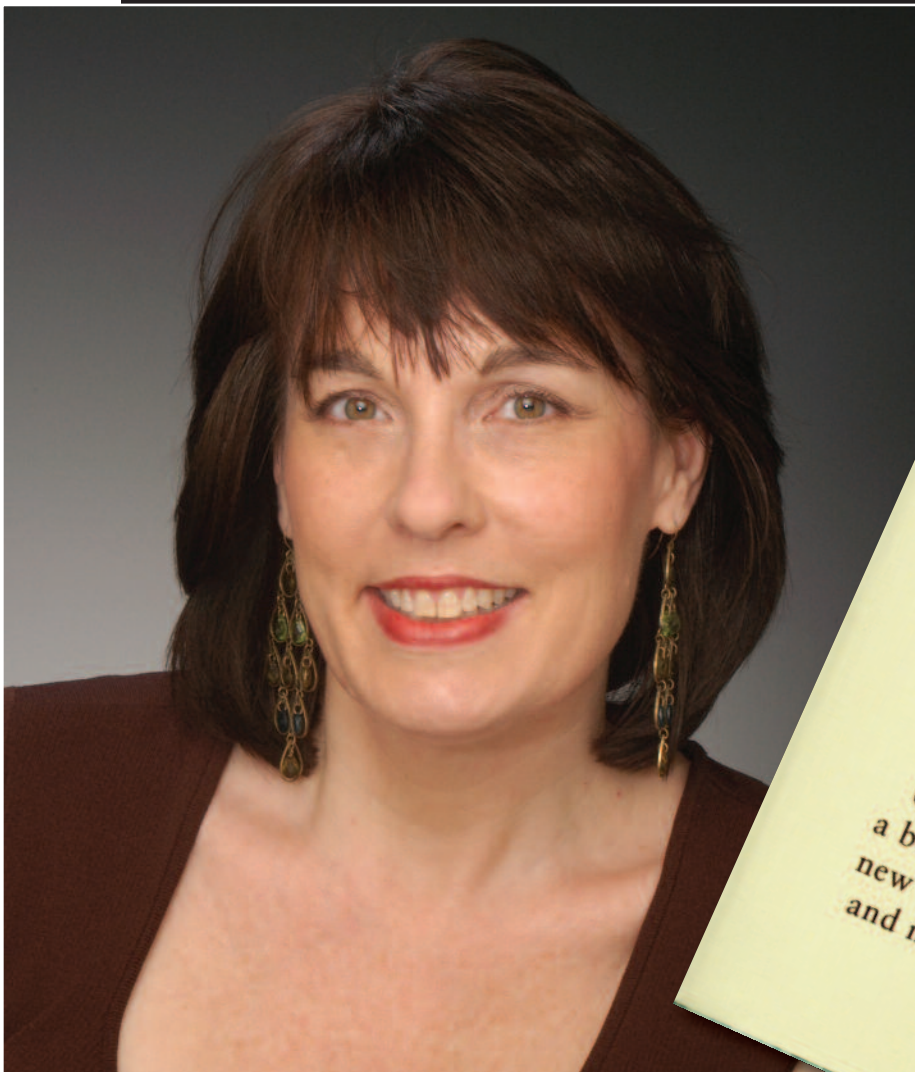
**2<sup>nd</sup> Annual**

**Honors Lecture of the Year**

**Tuesday, April 6, 2010**

**7:00pm**

**ASU Student Union Auditorium**



Annette Simmons is the President of Group Process Consulting and author of several books, including "The Story Factor: Inspiration, Influence and Persuasion Through the Art of Storytelling" (named as one of The 100 Best Business Books of All Time) and "Whoever Tells the Best Story Wins." Simmons is a powerful keynote speaker and popular consultant evidenced by her client list which includes the Brookings Institution, Price Waterhouse Coopers, Microsoft, Time, Inc., NASA, the World Bank, Best Buy, and the YMCA. She has appeared on CNBC's Power Lunch, NPR's Market Watch, and she has been quoted in Fortune, Working Woman, Harvard Business Review, The Chicago Tribune, and The Washington Post.

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Reception and book signing will follow the lecture.

The ASU Bookstore has "The Story Factor" in stock and will also be selling the book the night of the lecture.