



The American Association of Critical-Care Nurses is the largest specialty nursing organization in the world, joining together the interests of more than 500,000 acute and critical care nurses. AACN strives to create a health care system driven by the needs of patients and their families, one that optimizes the contributions of acute and critical care nurses. www.aacn.org

Media Contact:
Kristie Aylett, APR
kristie.aylett@aacn.org
(228) 229-9472



The Association of periOperative Registered Nurses, representing the interests of more than 160,000 perioperative nurses, provides nursing education, standards, and services that enable optimal outcomes for patients undergoing operative and other invasive procedures. AORN's 40,000 registered nurse members facilitate the management, teaching, and practice of perioperative nursing, are enrolled in nursing education or engaged in perioperative research.

www.aorn.org

Media Contact:
Gayle Davis
gdavis@aorn.org
(303) 755-6304, ext. 225



An innovator in research-based corporate training and organizational performance, VitalSmarts is home to the award-winning Crucial Conversations®, Crucial Confrontations™, and Influencer Training™. The Company also has three *New York Times* bestselling books of the same names. Their fourth book, *Change Anything*, is scheduled for release April 2011. VitalSmarts has been listed twice on the *Inc.* 500 list of fastest-growing companies and has trained more than 600,000 people worldwide.

www.vitalsmarts.com

Media Contact:
Laura Ashby
lashby@vitalsmarts.com
(801) 724-6269