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## Summit

Keynote Speakers Announced for the 2012 Boomer Technology Circles Summit, to be held Aug. 20-21, 2012 in Kansas City.

**Isaac M. O'Bannon** • Jun. 20, 2012

**Boomer Consulting** announced today that Rick Richardson, Managing Partner of **Richardson Media & Technologies LLC**, and John Jantsch, President, **Duct Tape Marketing** will be the keynote speakers at the 2012 Boomer Technology Circles Summit August 20-21, 2012 at the Westin Crown Center in Kansas City, MO. More information on the event is available at the [Boomer website](#).

Rick Richardson will provide attendees with his vision of both the short and longer-term future for technology, including technologies important to the accounting profession. Topics will include a review of prior-year predictions, what major-market companies are doing and how their actions will affect the industry along with current trends in hardware, software and communications. Richardson will also discuss emerging technologies that will bring those trends into reality.

Rick Richardson is the Managing Partner of Richardson Media & Technologies LLC, a multi-media and strategic technology consulting company. Prior to forming his current company, he had a 28-year career in technology with Ernst & Young, the last 12 years of which he served as National Director of Technology.

John Jantsch will walk attendees through the process of developing and discovering a marketing strategy to act as a foundation for all marketing related activities, decisions and campaigns. Jantsch will also highlight ways to develop internal marketing strategies to increase communication and buy-in within the firm.

John Jantsch has been called the “World’s Most Practical Small Business Expert” for consistently delivering real-world, proven small business marketing ideas and

strategies. Jantsch is a marketing consultant, award winning social media publisher

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