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Taking Your Practice Online Conference to Give Accountants and Consultants Practical Guidance

PLEASANTON, CA, Oct. 2, 2009 – Accounting professionals and technology consultants have many things in common, especially when it comes to advising their small business clients on what financial and business productivity systems to use. Both also share a need for in-house practice management tools that help them to interact and collaborate efficiently with their clients.

Taking full advantage of today's Web 2.0 and other interactive technologies means much more than just email and online research. The most successful practices are increasingly using client portals, hosted and cloud-based computing systems, and other technologies to improve their own productivity and more effectively manage their client data and relationships.

For professionals looking for advice and guidance when it comes to applying these tools to their practices, the upcoming Next Generation Accounting Solutions Conference, produced by The Sleeter Group, has designed a course track called "Taking Your Practice Online," with a key focus on how accounting firms and consultants can more effectively use capabilities. Scheduled for Nov. 9-12 at the Wyndham Orlando Resort, this conference offers a variety of educational opportunities to professionals who often advise and assist their clients with small business accounting and operations programs like Intuit QuickBooks and Peachtree by Sage.

The Taking Your Practice Online course track includes classes on using client web portals for collaboration, tools and best practices for successful remote consulting, steps firms can take to increase their online presence, and an in-depth discussion of how cloud computing can make a firm more productive. Course instructors and speakers include renowned thought leaders from the accounting and technology professions, including Greg LaFollette, CPA.CITP, Randy Johnston, Gail Perry and Mario Nowogrodzki.

Other course tracks include Technologies, Tools & Best Practices; Developing, Managing & Marketing Your Next Generation Practice; Specializing Your Practice to Maximize Profits; the Intuit Academy; and specialized sessions developed by conference technology exhibitors.

“The continuing trend for everything to be online can be a productivity boost for accountants, consultants and their clients,” said Doug Sleeter, founder of The Sleeter Group. “From client portals that greatly speed write-up, payroll, and tax processes, to remote access for troubleshooting and using the web and social media to attract new clients, knowing how to best implement these solutions and strategies can directly lead to improved productivity and greater client satisfaction.”

About The Sleeter Group

The Sleeter Group (www.Sleeter.com) is the largest network of small business technology experts in the country. Its members provide consulting services to small business owners in the accounting software and business process design areas. The group provides QuickBooks training resources to users and consultants including textbooks, reference books, expert level webinars, the annual accounting software consulting conference, a consultant membership network, practice management tools, teaching systems, expert level technical support and a free online newsletter. Through a network of over 600 independent consultants and small- to medium-sized accounting firms, The Sleeter Group currently serves over 250,000 small businesses each year with QuickBooks and other small business accounting consulting services.

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