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Sleeter Conference Kicks Off in Orlando
Event Focused on Technology for Small Businesses, Accountants, and Consultants

November 9, 2009 - Orlando, FL - The Sleeter Group's Next Generation Accounting Solutions Conference opens tomorrow in Orlando. In a down year for conferences nationwide, the company exceeded its goal of matching last year's attendance and exhibitor numbers.

In its sixth year, and its first on the East Coast since year one, the conference is the only national event that independently focuses on accounting software and third party solutions. Coordinated by The Sleeter Group, the nation's largest network of small business technology consultants, the event gives bookkeepers, accountants, and accounting software consultants an educational experience where they can receive expert guidance on best-of-breed solutions for their practices and their clients' businesses.

Highlights of the 2009 Conference include:

- 59 CPE sessions in seven tracks
- 49 exhibitor/sponsor software and service vendors, including 19 that are new this year
- 20% of the attendees have never attended a Sleeter Conference before
- Announcement of 2010 Awesome QuickBooks Add-ons Awards
- Several vendors will be launching new products and programs at the conference

Leslie Shiner's Keynote Session, "Don't Just Survive - Thrive and Come Alive in Your Business," aims to motivate attendees to uncover their clients' needs and be the solution by redefining what they really do for their clients, using their proficiency and passion to increase their profits, and creating their own strategic plan. Shiner is an author, speaker, and trainer with more than 20 years of experience as a financial and management consultant. She is the owner and principal of The ShinerGroup, a consulting firm helping contractors implement more successful business strategies.

Intuit Customer Advocate Shane Hamby will present his annual update on the newest version of QuickBooks for the information-hungry attendees who use and recommend the world's most popular small business accounting solution. Intuit will also present additional general and breakout sessions.

At Monday's optional Pre-Conference sessions, attendees are being treated to a choice of day-long deep dives into Taking Your Practice Online, Training the QuickBooks Trainer, and Preparing to Take the Advanced ProAdvisor Certification Exam.

The event ends Thursday afternoon.

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